



City of Plano

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SILVER LINE STATION AREAS PLAN

Station Concept Images
Credit: DART



ACKNOWLEDGEMENTS

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- ▶ Approximately 90 self-selected business owners, residents, community members, and volunteers representing the 12th Street and Shiloh Road Station Areas

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INTRODUCTION

BACKGROUND & PURPOSE

Plano's connection to the region's public transit system has provided economic benefits to the city as well as opportunities for private investment by surrounding property owners. In 2002, the Downtown Plano Dallas Area Rapid Transit (DART) Red/Orange Line light rail station opened. Since that time, the area has seen robust growth and reinvestment. In 2015, Downtown Plano won a "Great Places in America: Neighborhoods" Award from the American Planning Association—partly due to the transit-oriented development that has occurred in the downtown core.

Building on this success, the construction of the Silver Line commuter rail corridor introduces a new chapter of multimodal mobility opportunities for Plano. This 26-mile regional rail service will extend from the Dallas Fort Worth International Airport (DFW) to Shiloh Road in Plano, creating vital connections across three counties and linking Plano by rail to neighboring communities, including Richardson, Dallas, Addison, Carrollton, and Grapevine (see **Figure 1**). The Silver Line is set to enhance accessibility to major employment centers and educational institutions, supporting further economic development across the region. With revenue service expected to begin by early 2026, the Silver Line, plus the adjacent Cotton Belt Trail, will play a pivotal role in Plano's continued growth potential and reinforcing its importance in the region's transit network.



12th Street Station and Silver Line Train Concepts (Source: DART)

Background

This *Silver Line Station Areas Plan (Plan)* prepares the 12th Street and Shiloh Road Station Areas for the introduction of a new commuter rail corridor and three transit stations. The arrival of new rail transit service for these areas presents a unique opportunity for Plano to build on its success with transit-oriented development (TOD), similar to the revitalization of Downtown Plano after the introduction of DART's Red/Orange Line in the early 2000s. This strategic planning around transit infrastructure has proven to be a powerful tool for stimulating economic growth, fostering community development, and attracting private investment. This approach supports the city's Comprehensive Plan policies, including:

- ▶ **Land Use Policy:** *Plano will support a system of organized land use to provide housing and employment choices aligned with the market, where new and redevelopment areas respect the viability and quality of life for existing neighborhoods, businesses, and institutions.*
- ▶ **Transit-Oriented Development Policy:** *Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses including residential, employment, retail, and civic spaces.*

In the Fall 2020, the city initiated the *Silver Line Corridor – Market Assessment & Economic Development Strategy* as a first step in understanding the impacts that the new transit corridor will have on surrounding land use and redevelopment scenarios. The strategy was completed, and findings were presented to the Planning & Zoning Commission in early 2022. Following this presentation, the Commission directed staff to initiate an area plan of the future stations to guide development patterns and address redevelopment opportunities presented in the previous study (see **Figure 2**). The *Phase 1 – Existing Conditions Report* (see **Appendix A**) was finalized in late 2022 and provided data on existing conditions and an analysis of the alignment between current zoning and the findings of the market study.

Purpose

The purpose of this Plan is to align with the Comprehensive Plan's policy guidance for redevelopment in transit-oriented areas, identifying unique future land use opportunities for housing and employment that are informed by public input priorities and supported by market conditions. The Plan was developed through a collaborative planning process to create comprehensive visions for the areas around the future 12th Street and Shiloh Road stations. Together, the visions for each station area will serve as planning policy that will be used by city leadership to:

- ▶ Evaluate future zoning change requests and development proposals within the 12th Street and Shiloh Road station areas;
- ▶ Prioritize the appropriate placement and development of future land uses (i.e., commercial, residential, office, etc.);
- ▶ Guide improvements to transportation infrastructure, such as roads, bike facilities, and pedestrian paths, to support future movement and safety; and
- ▶ Guide open space and streetscape priorities to create a unique identity and inviting atmosphere.

Leveraging the significant public investment in transportation infrastructure of both the new Silver Line commuter rail stations and the future Cotton Belt hike-and-bike trail can unlock a wealth of development and economic opportunities for the city. These enhancements will not only improve mobility and connectivity but also position the station areas as prime locations for new residential, commercial, and mixed-use developments.

Beyond economic growth, TOD planning around these new stations offers a chance to enhance the quality of life for residents by addressing unmet community needs and creating more connected, livable neighborhoods. Thoughtful planning can promote diverse housing options, improve pedestrian and bike infrastructure, and establish welcoming public spaces that foster community engagement. As Plano continues to grow, these new transit areas have the potential to become more active, walkable neighborhoods that provide residents with easy access to amenities, services, and employment, enriching the city's social and economic fabric for both current and future generations.

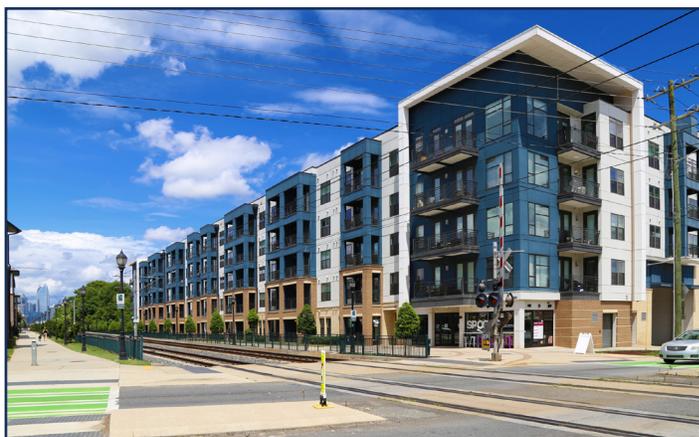
Transit-Oriented Development Examples



Richardson, TX CityLine/Bush Station TOD

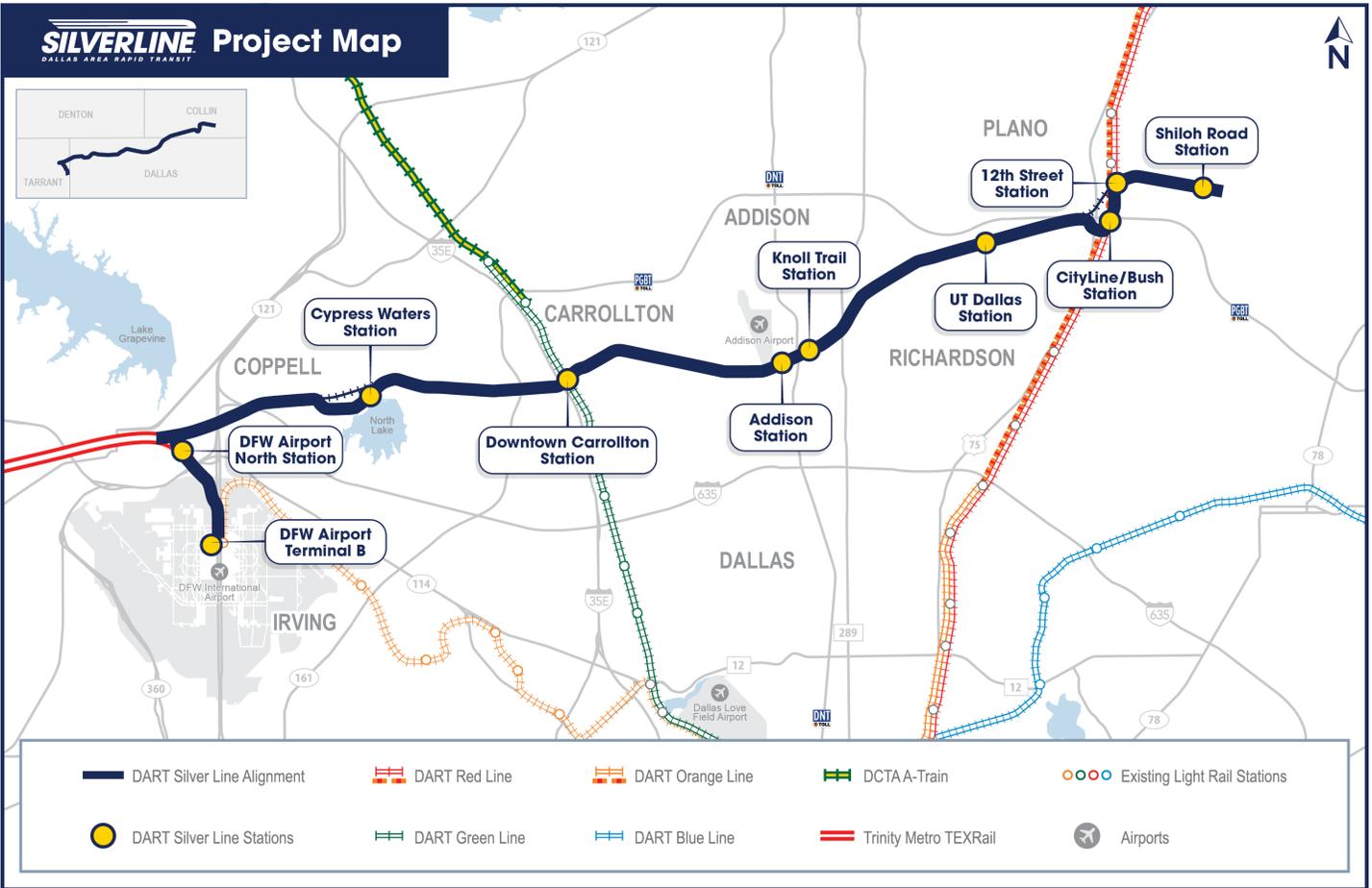


San Jose, CA TOD



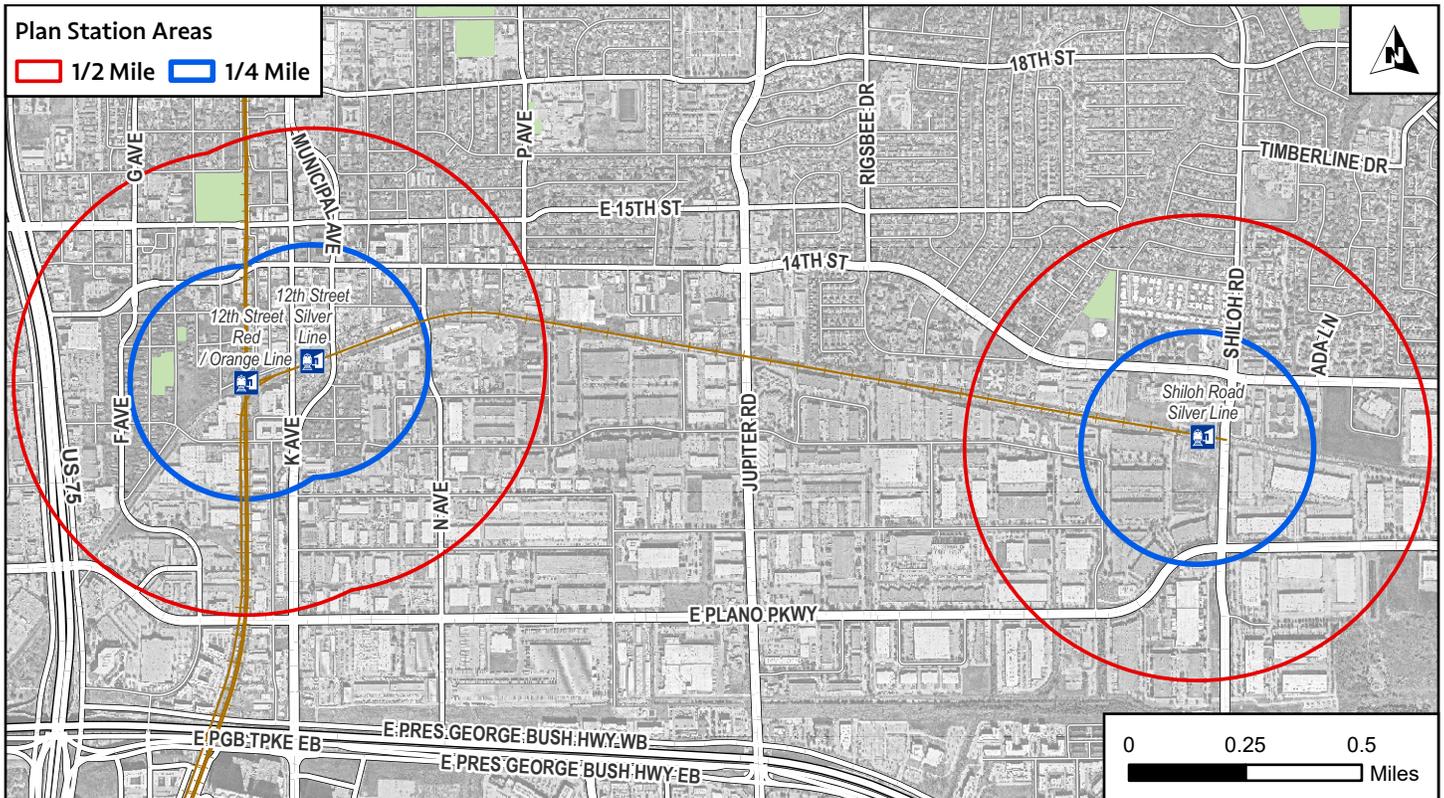
Charlotte, NC TOD

Figure 1: Silver Line Corridor Map



Source: DART

Figure 2: Plan Station Areas Map



12TH STREET STATION AREA CHARACTERISTICS

The study area for the 12th Street Station Area generally covers 1/2 mile radius from the two 12th Street stations (see **Figure 2**); however, the station plan area excludes the more established Downtown area and the US 75 expressway corridor. Bounded by 14th Street to the north and Plano Parkway to the south, this area is strategically positioned to evolve into an active, transit-oriented community. The station area includes established and historic residential neighborhoods, distinctive community spaces, and a mix of light industrial and light commercial uses. Leveraging the wide variety of community assets will be key to shaping the station area's growth.

► **Existing Neighborhood Areas**

The Douglass and Vendome neighborhoods are established communities within the station area, each with its own unique identity. Douglass, founded in 1847, is a historically African American community with a strong sense of place and a foundation for enhancing neighborhood identity and connectivity through community-driven improvements. Vendome, a mid-20th-century residential area with many long-term residents, is the only neighborhood south of the Silver Line rail line. Both neighborhoods present opportunities for careful integration of adjacent transit-oriented development that respects their character while enhancing connectivity and offering new amenities for residents.

► **14th Street Corridor**

The 14th Street corridor serves as a crucial east-west link through the station area, connecting Downtown Plano with neighborhoods and communities to the east. As the current southern boundary of Downtown Plano's mixed-use development district, this corridor has seen significant redevelopment, with new mixed-use residential, retail, and restaurant spaces emerging in recent years. The success of these projects highlights the corridor's potential as a catalyst for extending the vibrant mixed-use character of Downtown southward toward the future 12th Street Station.

► **K Avenue & Municipal Avenue Couplet**

K Avenue and Municipal Avenue form the main north-south thoroughfare couplet in the station area, currently characterized by commercial uses such as service-oriented businesses and repair shops. While the corridor's existing land uses reflect a more traditional, auto-centric commercial

Existing Douglass Community detached single-family housing



14th Street corridor mixed-use development



K Avenue corridor light commercial development



12TH STREET STATION AREA CHARACTERISTICS

environment, its strategic location offers a unique opportunity to transition into a pedestrian-friendly, transit-oriented corridor. Reimagining this corridor with transit-supportive uses and design can enhance its appeal and functionality.

► Light Commercial/Industrial Areas

The light commercial and industrial areas flanking the K Avenue corridor are home to a diverse range of businesses, including a mix of retail, office, service, and warehousing. These areas have contributed to the local employment and economic activity of east Plano. While many buildings are older and have smaller footprints compared to newer industrial developments, this presents an opportunity for adaptive reuse. By repurposing these spaces for innovative business types, creative workspaces, art studios/galleries, and other retail and social/recreational spaces, the area can evolve to better support the needs of a transitioning district, blending traditional employment uses with emerging, transit-supportive functions.

► Downtown Plano Community Assets

The Downtown Plano area, located just north of the 12th Street Station planning area, offers a rich array of community assets that can significantly contribute to the success of the neighboring station area. Anchored by the historic 15th Street, this vibrant corridor features a mix of shops, restaurants, and housing options, accented by a charming, brick-paved streetscape that reflects Plano’s original business and residential districts. Nearby, Haggard Park provides green space and cultural amenities, including the Interurban Railway Museum, making it a hub for community events and recreation. McCall Plaza, an outdoor performance venue, further enhances Downtown Plano’s appeal as a lively arts district. These assets not only serve as an attractive citywide destination but also support the social and recreational needs for future development in the 12th Street area.

Light commercial/light industrial development



15th Street (Downtown Plano)



Haggard Park (Downtown Plano)



SHILOH ROAD STATION AREA CHARACTERISTICS

The strengths and opportunities identified here serve as the foundation for the Shiloh Road Station Area. The planning area generally extends within 1/2 mile radius of the future station, encompassing neighborhoods north of 14th Street and the Research and Technology Center development area south to Plano Parkway (see **Figure 2**). These features are key to guiding the station area's transformation into a more transit-oriented district.

► 14th Street Corridor

14th Street is a major east-west arterial that hosts a diverse mix of retail, light commercial, and institutional uses. It serves as a vital corridor for local neighborhood services, religious facilities, and employment-generating activities. There are opportunities for reinvestment and redevelopment in older or vacant properties, as well as enhancing the corridor's identity as the northern gateway to the Research/Technology business park district.

► Research/Technology Business Park

The Research/Technology (RT) business park is an 800-acre district designed to meet the needs of technology and light industrial companies, including sectors like electronics, emerging industries, information technology, light manufacturing, logistics, and telecom. This district is a key employment center in southeast Plano, benefiting from strategic access to President Bush Turnpike (SH 190) and Central Expressway (US 75). Its location and proximity to other regional tech firms and a skilled workforce make it an attractive destination for business growth and innovation.

► Neighborhood Areas

Located north of the future Shiloh Road Station, adjacent neighborhood areas consist of a mix of single-family homes and multifamily residences, including the Ridgewood and Meadows subdivisions. These communities, with smaller-lot homes, condos, and apartments dating back to the 1960s-1980s, offer a range of naturally affordable housing options. Shoshoni Park, a small neighborhood park north of 14th Street, provides valuable recreational amenities like a playground and sports practice fields, supporting the needs of local residents.

14th Street corridor retail development



Research/Technology Business Park development



Shiloh Road area neighborhoods



Single-Family Residential

Multifamily Residential



Shoshoni Park

PLANNING PROCESS

The Plan was developed through five key phases, each contributing to a comprehensive and community-driven strategy for the future of the areas around the Silver Line Stations. The planning process began with an evaluation of existing conditions, resulting in a detailed Existing Conditions report that laid the foundation for subsequent phases. The Plan reflects the community’s vision and was shaped by extensive public and stakeholder input gathered through meetings, surveys, and other engagement methods.

Planning Process Overview



► Existing Conditions

In this initial phase, background data and information were collected and analyzed to establish a foundational understanding that would guide staff, stakeholders, the public, and city officials throughout the planning process. The analysis included transit-oriented development best practices, an inventory of physical infrastructure and the built environment, and a review of existing zoning conditions.



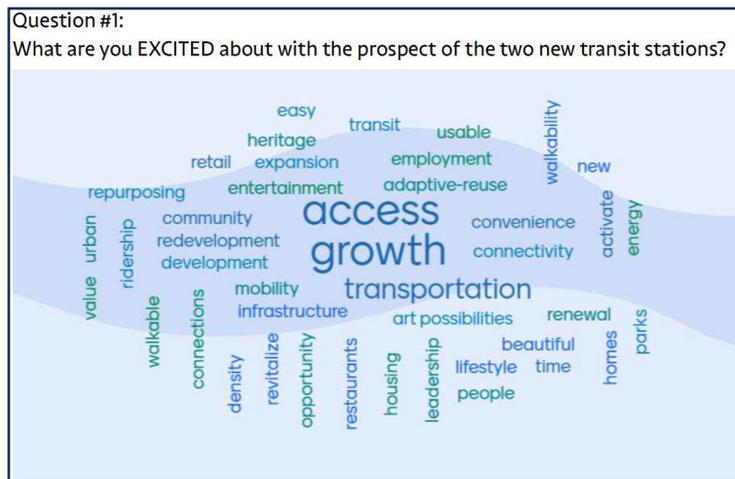
(left) Silver Line Corridor Market Assessment & Economic Development Report, January 2022

(right) Silver Line Station Areas Plan Phase 1 Existing Conditions Report, December 2022 (Appendix A)



► Goals & Visioning

In this phase, opportunities and challenges within the station areas were identified, and development scenarios were explored. A virtual workshop was held to establish a vision for the areas, leading to the formulation of overarching plan goals.



Advisory Group Word Cloud Exercise - Virtual Visioning Workshop

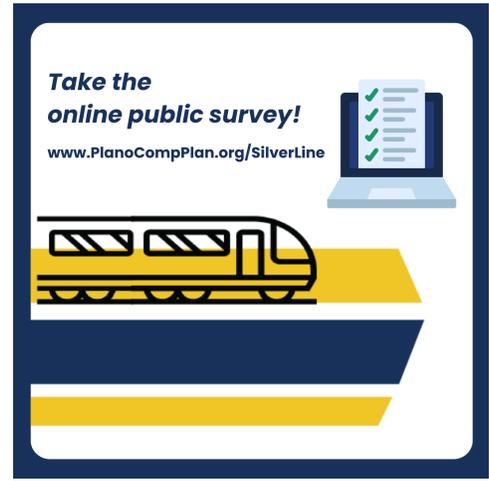


► **Public Outreach**

Public input was vital throughout the planning process, ensuring that community voices were heard and integrated into the Plan's development. Feedback was actively sought from the public and the project advisory group through various in-person and online engagement opportunities. Major outreach efforts included a 3-day design charrette to explore and refine ideas, an online public survey to gather broader community input, and a community open house to review draft strategies before developing a final plan document. This input was crucial in developing and refining big ideas, draft plans, and final recommendations and strategies.



Design Charrette Open House (June 2023)



Online Public Survey (Summer 2023)



► **Objectives & Strategies**

Building on the established goals, this phase focused on drafting planning concepts, objectives, and strategies for the station areas. This step achieved a framework of the vision and strategic ideas, addressing three key areas: land use, transportation, and open space and character. Maps and strategic ideas were developed to provide more detailed guidance and direction for these topic areas.



Open House #2 (February 2024)



► **Implementation**

The final phase established the specific actions and strategies required to implement the visions from previous phases. As outlined in Chapter 4, an implementation plan provides the priority actions necessary for the city and stakeholders to bring these visions to reality.

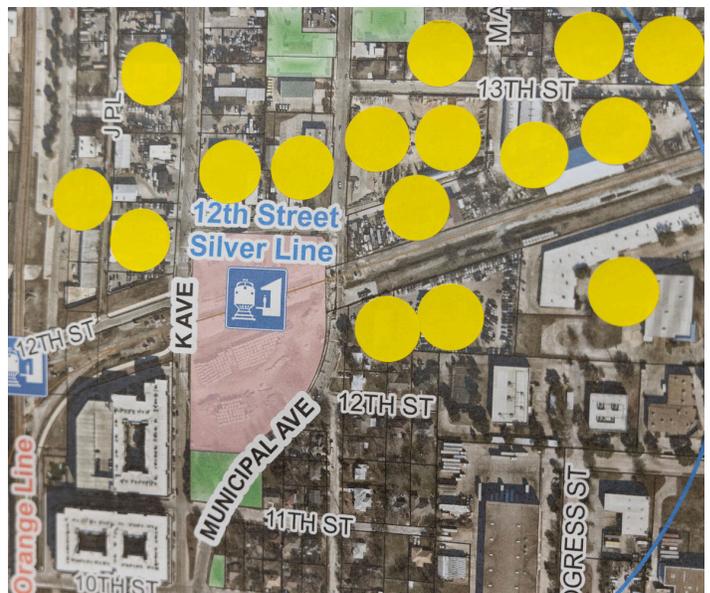
PROJECT ADVISORY GROUP

The project Advisory Group for the Plan was formed in March 2023 and included community members with a vested interest in the Plan’s development, such as property/business owners, neighborhood representatives, special interest advocates, and developers. Postcard invitations were sent to property owners within the study areas for both stations to seek interested participants. In addition, staff distributed email invitations to stakeholders who had expressed interest in development in the station areas during previous DART or City of Plano Silver Line planning efforts.

Representatives from the Planning & Zoning Commission and the Heritage Commission were also appointed to serve in the project Advisory Group. The commission-appointed subcommittee members were nominated by each commission chair:

- ▶ Chair David Downs appointed 1st Vice Chair Gary Cary and 2nd Vice Chair Bennett Ratliff to serve on the project Advisory Group at the February 20, 2023, Planning & Zoning Commission meeting.
- ▶ Chair Harold Sickler appointed Vice Chair Nancy Baldwin and Commissioner Dub Spencer to serve on the project Advisory Group at the February 28, 2023, Heritage Commission meeting.

The project Advisory Group met three times throughout the Plan’s development to provide in-depth input on the formulation of goals and to offer feedback guiding the refinement of the strategic ideas.



ENGAGEMENT EVENTS

The first engagement event for the Plan was held in April 2023. Since that time, community feedback was gathered through multiple in-person and online engagement opportunities between April 2023 and February 2024. Refer to **Appendix B: Public Engagement Report** for more information about the engagement events and results.

- ▶ **Virtual Visioning Workshop: April 27, 2023**

Project Advisory Group members discussed needs, desires, and barriers for future transit-oriented development around the new station areas.

- ▶ **Community Survey: May 31–July 14, 2023**

This web-based survey was open to the public and consisted of 44 questions aimed at understanding concerns, attitudes, and opinions related to future development around the new station areas.

- ▶ **Design Charrette and Public Open House #1: June 27–29, 2023**

A three-day Planning and Design Charrette was held to explore the development of the Plans with input from the Advisory Group and the public. The event included stakeholder sessions, preference and visioning exercises, open studio time for public comments, and a Public Open House for community feedback. Project team staff facilitated the sessions, engaging participants in identifying existing issues, defining success, and fostering dialogue to develop visions, themes, and priorities for the 12th Street and Shiloh Road transit stations. The iterative process culminated in presenting land use, character, mobility, and urban design concepts, to build consensus and approval from the community.

- ▶ **Digital Open House: July 24–August 1, 2023**

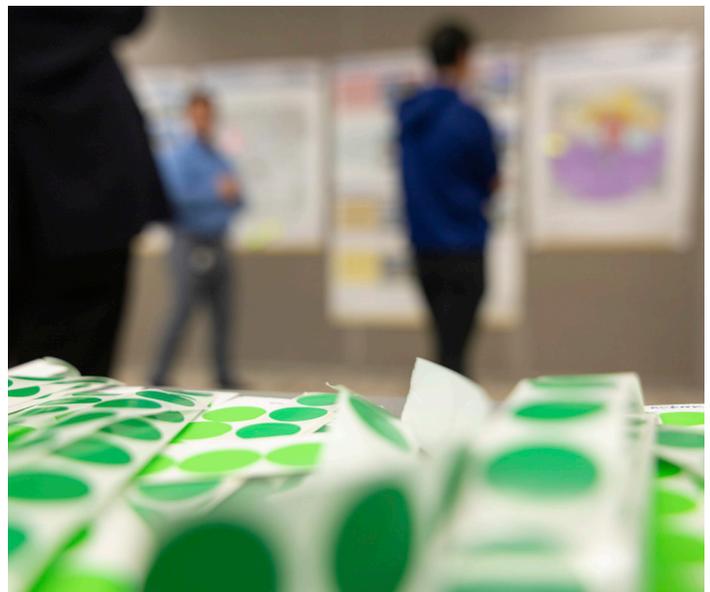
The Digital Open House acted as an online extension of the charrette process, showcasing the findings and results gathered at the Charrette and Public Open House and engage a greater number of residents from the community.

- ▶ **Advisory Group Workshop: December 13, 2023**

Advisory Group members reviewed Draft Framework Plans for future land use, transportation, and open space that aimed to reflect the direction heard during summer engagement events.

- ▶ **Public Open House #2: February 6, 2024**

Participants were invited to review the Draft Framework Plans and provide comments on future land use, transportation, and open space guidance for the new station areas.



PLAN GOALS

DEVELOPING THE PLAN GOALS

The plan goals for the 12th Street and Shiloh Road Station areas were developed through a comprehensive process that balanced community input, market realities, and transit-oriented development (TOD) best practices. Broad goals for each station area emerged from a series of stakeholder visioning sessions, public survey responses, and assessments of market and economic trends. These goals were shaped to reflect the aspirations of the community while also considering the practicalities of market forces and TOD principles.

Community Aspirations

Stakeholder and public outreach played a pivotal role in crafting the goals for the station areas. Feedback was actively sought through multiple engagement events held between April 2023 and February 2024. These events included a virtual visioning workshop, community survey, design charrette, and open houses. The input collected during these sessions was crucial in understanding the community's needs and desires. This feedback, combined with an analysis of existing conditions and trends, provided a solid foundation for aligning community aspirations with economic realities and transit needs.



Virtual Visioning Workshop

The engagement process started in April 2023 with a Virtual Visioning Workshop. This meeting focused on high-level needs, desires, and barriers to future development in the station areas.

Common needs/wants/desires expressed at this workshop included:

- ▶ **Safety**
 - » Pedestrian safety at intersections
 - » Security at station sites
- ▶ **Connectedness**
 - » Increased walkability
 - » First-mile/last-mile connections

- ▶ **Zoning Standards**
 - » Flexibility for building design/character
 - » Increased land use diversity
 - » Repurpose existing structures
- ▶ **Sense of Place**
 - » Public art
 - » Maintain connection to history
 - » Open space
- ▶ **Economic Development**
 - » Add brewery/distillery
 - » Build economic partnerships
 - » Support local businesses

Common barriers/obstacles/annoyances included:

- ▶ **Policies**
 - » Permitting
 - » Parking regulations
 - » Inflexible zoning standards
 - » Homelessness
- ▶ **Infrastructure**
 - » Not pedestrian/bicycle friendly
 - » Add additional lighting
 - » Quality of sidewalks
 - » Maintenance costs of infrastructure
 - » Traffic volumes are too high
- ▶ **Affordability and Cost of Construction**

Online Community Survey

An online community survey posed 44 high-level questions to respondents to understand concerns and opinions related to future development around the Silver Line stations. Similar to the Virtual Visioning Workshop, respondents were able to provide valuable insight into the current conditions in and around the station areas.

For 12th Street, the top three desired development types were:

- ▶ Green space, parks, and recreation such as pocket parks, public spaces, outdoor venues, etc.
- ▶ Neighborhood scaled retail, and
- ▶ Mid-rise (5 to 9) story mixed-use with an active ground floor

For Shiloh Road, the top three desired development types were:

- ▶ Green space, parks, and recreation such as pocket parks, public spaces, outdoor venues, etc.
- ▶ Neighborhood scaled retail, and
- ▶ Workforce housing

The survey also provided opportunities for respondents to write their vision for the station areas. Examples include:

“A beautiful partnership of both form and function where the station serves its initial purpose but is a breath of fresh air during one’s route through town. Also a place for residents and families to enjoy with green space, unique shops, dining, museums, concert halls, and gorgeous trails”

“Both stations should see new, dense, mixed-use development. These represent opportunities for Plano, which remains (and will still remain) mostly car-oriented and sprawling, to introduce areas of density near the higher-tier transit service needed to support it. These developments not only bring substantial tax revenue for the City of Plano, but can also incentivize more transit ridership, which can convince DART to increase off-peak train frequencies from every 60 minutes to every 30 minutes or better. This not only leads to more transit ridership, but more visitors to Plano as well!”

“Clean, well lit, well attended areas that drive pedestrian traffic as well as vehicles through varied businesses and accommodations. True places that see the community come together in both commerce and kinship.”

Economic Development Potential

Identifying economic opportunities and challenges were another core component of Plan development. In the fall of 2020, the city developed the Silver Line Corridor – Market Assessment & Economic Development Strategy as an initial step in understanding the upcoming land use impacts on the new Silver Line stations. The report included an economic and market analysis to identify future market-supported development opportunities in the station areas.



Key Market Trends and Observations:

- ▶ More recent development transactions suggest that land values around downtown Plano / 12th Street have accelerated.
- ▶ Due to high land costs, redevelopment will likely be slow without public participation or rezoning for additional density.
- ▶ Regional demand for higher-density, market rate housing (both renter and owner occupied) is expected to continue. However, increasing land costs and limited remaining greenfield sites are key constraints.
- ▶ Site scarcity and higher land values have reduced Plano’s share of new detached single-family construction. Developers are adjusting to a focus toward other favorable housing options – multifamily, townhomes, slot homes, and row houses.
- ▶ Steady regional growth in demand for warehouse sites to support e-commerce/same-day delivery. Growing e-commerce demand is impacting traditional brick and mortar retailers, department stores and apparel stores in particular.
- ▶ The light industrial, research/technology, office/warehouse sector is doing well and less subject to swings in the economy.
- ▶ Retail within the study area has performed well with some turnover in spaces with higher rents. Market conditions suggest continued demand for affordable, legacy retail space, which would be further supported by additional housing units within area redevelopment (Collin Creek, CityLine, and 12th Street).
- ▶ Existing cash flows are sufficient to allow property owners to maintain the types of existing structures and commercial tenants that do not support a transit-oriented development.

Station Area Market Challenges

The *Silver Line Corridor – Market Assessment & Economic Development Strategy* and *Silver Line Station Areas Plan Phase 1 Report – Existing Conditions (Appendix A)* provides deep analysis of current market trends and conditions around the station areas. With the introduction of new transit options to the areas, the studies provided context for potential challenges for development/redevelopment in the areas including:



- ▶ Land scarcity and higher land values make development of single-family detached homes difficult.
- ▶ Older housing stock will see pressure for renovation/replacement.
- ▶ Existing zoning near the stations allow many commercial uses but does not allow housing products that meet market demand and support transit-oriented development.
- ▶ Land assembly will be crucial as a catalyst for larger-scale redevelopment.
- ▶ Traditional retail has been overbuilt and consumer habits have changed. New retail uses will have to accommodate changing consumer tendencies, such as experiential retail and social spaces.
- ▶ Shiloh Road area expected to have less redevelopment interest compared to 12th Street. There is market demand for a variety of housing types in the area, including ownership, condominium, and for-rent products. However, due to small parcel sizes and highly decentralized ownership, existing zoning is unlikely to provide the types of housing products that meet market demand and support transit-oriented development.

Station Area Market Opportunities

Opportunities in the station areas reflect overall market demand in the region and are also reflective of the opportunities that new transit options introduce into an area. The *Silver Line Corridor – Market Assessment & Economic Development Strategy* and *Silver Line Station Areas Plan Phase 1 Report – Existing Conditions* also outlined potential opportunities for the station areas. Including opportunities to:

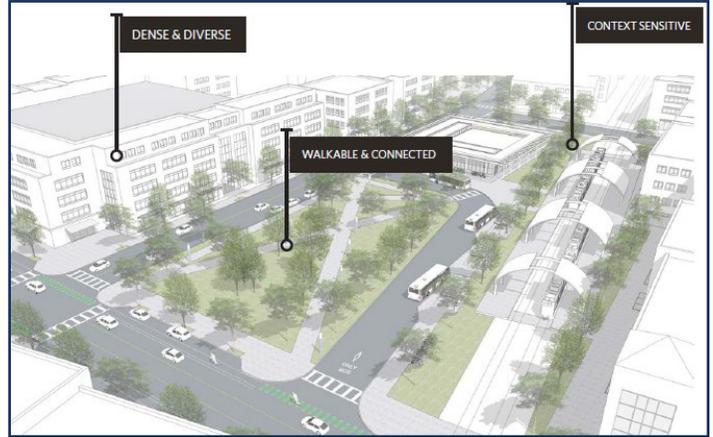


- ▶ Create a walkable environment that draws in those living across the metro to patronize local businesses, while also leveraging transit.
- ▶ Rezone certain areas so that a range of transit-supportive uses could be developed.
- ▶ Preserve some flexible commercial areas to incubate, and support the development of new businesses, growing and diversifying Plano's job base.
- ▶ Encourage redevelopment and repurposing of obsolete industrial space to broader commercial, recreational, and office uses.
- ▶ Attract a diverse range of households through the introduction of housing options.
- ▶ Adaptively reuse heavy commercial and light industrial buildings.
- ▶ Capture additional tax revenues from more productive land use.
- ▶ Preserve, and enhance, the naturally affordable housing that already exists in proximity to the Shiloh Road Station

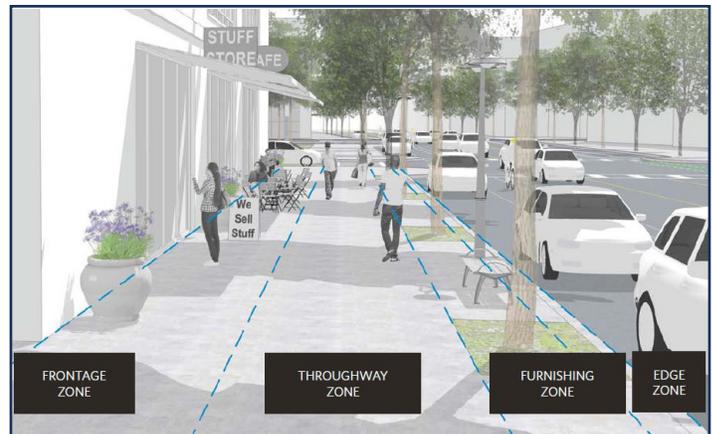
TRANSIT-ORIENTED DEVELOPMENT PRINCIPLES

Understanding and incorporating TOD best practices was essential to this planning process. The foundational principles of TOD provide a guiding framework for many of the plan recommendations, ensuring that these areas are optimized for transit access, walkability, and economic opportunity. The principles below outline the key elements of successful TOD, based on the *Transit-Oriented Development Guidelines for Collin County*, prepared by the North Central Texas Council of Governments (NCTCOG).

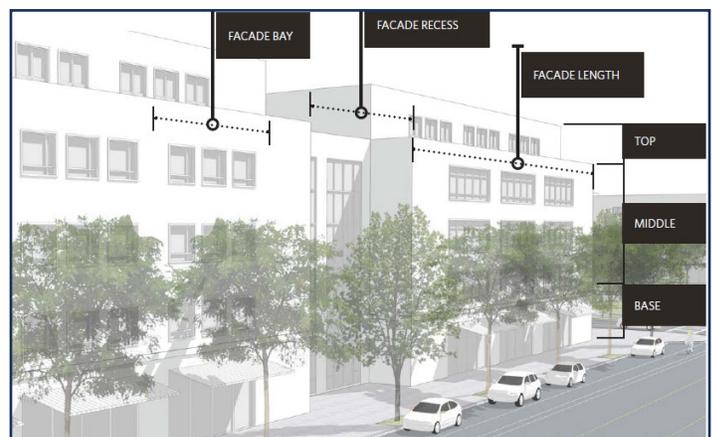
- ▶ **Mix of Uses:** Incorporate a variety of residential, commercial, civic, and recreational spaces to create a dynamic environment that supports both residents and visitors.
- ▶ **Support Appropriate Density:** Concentrate development intensity at the station center, with density gradually decreasing toward the edges to create a vibrant core that supports transit usage.
- ▶ **Well-Connected Streets:** Use a tight grid pattern of streets and multiple access points to support easy movement and discourage speeding, enhancing walkability and connectivity.
- ▶ **Quality Pedestrian Environment:** Prioritize wide sidewalks, shaded streetscapes, and attractive pedestrian amenities to create an inviting and safe walking experience.
- ▶ **Active Transportation Options:** Encourage biking, walking, and micromobility through protected lanes, multi-use paths, and shared transportation programs.
- ▶ **Context Sensitivity:** Design buildings, streetscapes, and public spaces to reflect and enhance the character of the surrounding area and ensure appropriate transitions to adjacent neighborhoods.
- ▶ **Sense of Place:** Develop a unique identity and destination feel for the TOD area with distinctive building design and public space features that attract visitors and support community interaction.
- ▶ **Common Open Space:** Include well-defined public areas such as parks, plazas, and green spaces with amenities like seating and lighting to support both active and passive uses.



Walkable Mix of Uses



Quality Pedestrian Environment



Distinctive Building Design

Images Source: NCTCOG Transit-Oriented Development Guidelines

PLAN GOALS

The development of the Plan's goals was a combination of community aspirations heard throughout multiple engagement events, an analysis of economic trends and opportunities, and the application of transit-oriented development best practices. The goals formed the foundation for the vision maps, development types, and recommendations outlined in **Plan Vision & Recommendations**.



12th Street Station Area Goals

Land Use

Transportation

Open Space & Character

Mix of Uses

Create a diverse mix of commercial, residential, and social spaces that extends Downtown south to the 12th Street Station and promotes a lively and dynamic atmosphere.



Goal Priorities:

- ▶ Extend the walkable area of Downtown Plano southward to the 12th Street Station, enhancing access to DART rail transit.
- ▶ Encourage both infill and redevelopment opportunities, bridging the historic Downtown character with new transit-oriented developments.
- ▶ Support a mix of small-lot commercial, retail, and larger mixed-use projects to create a dynamic urban environment.
- ▶ Establish a distinctive transit-oriented identity for the 12th Street area while complementing the character of Downtown Plano.

Transit-Oriented Form

Develop as a transit-oriented activity center with a development form that encourages robust transit ridership connecting residents and visitors to local and regional destinations.



Goal Priorities:

- ▶ Ensure new development form is well-integrated with the surrounding environment to facilitate easy access for residents and visitors.
- ▶ Focus on creating compact, mixed-use areas within walking distance of transit stations to promote higher transit ridership.
- ▶ Design the area to be walkable with safe, accessible sidewalks, crosswalks, and amenities to support convenient access between transit and local destinations.
- ▶ Expand the street network to enhance ease of movement and connectivity throughout the area.

Housing Variety

Provide a variety of housing types to encourage diversity and provide opportunities for different income levels to live in the area.



Goal Priorities:

- ▶ Offer a range of housing types to accommodate different income levels and life stages, from families to retirees.
- ▶ Increase the availability of attainable housing units to address rising housing costs and support a broad demographic.
- ▶ Focus higher density development near transit stations while ensuring appropriate transitions to established neighborhoods.

12th Street Station Area Goals

Land Use

Transportation

Open Space & Character

Economic Growth & Development Compatibility

Foster an environment that supports local businesses, entrepreneurship, and job opportunities. Land use strategies should address misplaced land uses, drive compatible economic growth, and enhance the area's vibrancy.



Goal Priorities:

- ▶ Encourage the adaptive reuse of older buildings and create opportunities for new employment-oriented uses.
- ▶ Attract distinctive businesses such as boutique retail, restaurants, and incubator spaces to enhance the area's character.
- ▶ Evaluate and transition outdated or incompatible land uses to align with the evolving mixed-use, transit-oriented vision.
- ▶ Implement proactive strategies or incentives to stimulate desired development and revitalization.

Walkability

Incorporate pedestrian-friendly infrastructure to encourage walkability and promote access to transit or other alternate modes of transportation.



Goal Priorities:

- ▶ Expand and improve the current sidewalk and street network to encourage walking as a primary mode of transportation, including adding new connections in areas with long blocks.
- ▶ Create appealing and comfortable pedestrian pathways that link transit stations, commercial destinations, and residential areas.
- ▶ Integrate bike-share and scooter options to provide convenient connections for first and last-mile travel.

Safety

Prioritize pedestrian and public safety measures, including adequate lighting, visibility of public spaces, and convenient pathways, to ensure a secure and welcoming environment for all users.



Goal Priorities:

- ▶ Create convenient pathways to support safe and easy navigation for pedestrians.
- ▶ Install sufficient lighting in public areas and pathways to enhance visibility
- ▶ Design public spaces with open sightlines and avoid secluded areas to foster a sense of security and comfort.
- ▶ Integrate safety measures into both private developments and public infrastructure improvements to reinforce overall security and usability.

12th Street Station Area Goals

Land Use

Transportation

Open Space & Character

Community Gathering Spaces

Expand the availability of inviting public spaces, parks, and gathering areas that promote community engagement, cultural events, and shared experiences.



Goal Priorities:

- ▶ Develop new parks and gathering areas to accommodate both structured and casual community activities.
- ▶ Improve streetscapes to make them more inviting and functional for community use.
- ▶ Increase foot traffic and community engagement by providing spaces that attract visitors and support local businesses.
- ▶ Use community gathering spaces as a catalyst for further redevelopment and investment in the area.

Enhance Neighborhood Identity

Strengthen established neighborhoods through compatible reinvestment and thoughtful connections with the broader area.



Goal Priorities:

- ▶ Ensure new developments and land uses around established neighborhoods, like Douglass Community, Old Towne, and Vendome, respect and support their residential character.
- ▶ Promote appropriate reinvestment that enhances the unique character of these neighborhoods.
- ▶ Prioritize transitions between new developments and established residential areas to preserve residential quality of life.

Sense of Place

Incorporate attractive design elements, public art installations, and landscaping to create a distinct and aesthetically pleasing environment.



Goal Priorities:

- ▶ Use appealing streetscapes, public art, and landscaping to craft a welcoming and memorable environment.
- ▶ Develop a distinctive brand and aesthetic to attract visitors, encourage community interaction, and enhance overall quality of life.
- ▶ Leverage the attractive characteristics of Downtown Plano while also creating a unique identity for the 12th Street Station Area.

Shiloh Road Station Area Goals

Land Use

Transportation

Open Space & Character

Innovation and Employment Focus

Promote the Shiloh Road Station Area as a thriving innovation district, attracting and supporting diverse employment-generating businesses..



Goal Priorities:

- ▶ Build on the area's current success in attracting technology and research businesses to strengthen its reputation as an innovation hub.
- ▶ Utilize the Shiloh Road Station to drive further development and position the area as a premier location for employment-generating businesses.
- ▶ Encourage a variety of supportive commercial uses and promote mixed-use projects near the station to support area employers.

Active Station Area Hub

Develop a vibrant mixed-use hub that serves as a welcoming gateway to the employment district, and offers a mix of retail, commercial, and institutional uses to cater to both visitors and locals.



Goal Priorities:

- ▶ Transform the area near Shiloh Road Station into a lively mixed-use center with retail, commercial, and institutional uses to attract both visitors and locals.
- ▶ Support increased transit use by providing convenient amenities and services for daily commuters and residents.
- ▶ Establish a focal point for community activities that enhances the area's sense of place and serves as a gateway to the employment district.

Compatible Development Transitions

Varied land use category types should be used to promote compatible development form transitions, shifting from transit-oriented scale and activity nearest the station to the established lower intensity neighborhoods and commercial areas.



Goal Priorities:

- ▶ Locate denser, more active developments closest to the station and gradually transition to lower density uses farther away.
- ▶ Use moderate-scale developments as buffers to create a seamless transition between higher-intensity areas and adjacent single-family and commercial zones.
- ▶ Integrate land uses thoughtfully to support station area growth while preserving the character and livability of established neighborhoods.

Shiloh Road Station Area Goals

Land Use

Transportation

Open Space & Character

Land Use Diversity

A range of residential types and non-residential uses should be encouraged to create a vibrant and cohesive environment that caters to the diverse needs of the area.



Goal Priorities:

- ▶ Encourage a mix of residential, retail, and commercial uses to better serve the needs of residents and employees and attract more transit ridership.
- ▶ Build on the existing assets of established residential neighborhoods, light commercial areas, and successful business parks to create a balanced land use mix.
- ▶ Support incremental revitalization and redevelopment to enhance property values and cater to changing community needs.

Enhanced Station Connectivity

Multi-modal connections should seamlessly link the station with adjacent land uses, breaking down existing barriers and facilitating easy movement within the area.



Goal Priorities:

- ▶ Improve links between the station and surrounding areas to support seamless movement for all transportation modes, including transit, bicycles, and pedestrians.
- ▶ Address pedestrian barriers such as long block lengths, large property sizes, and gaps in sidewalks to create more direct and accessible routes.
- ▶ Build on recent multimodal improvements by extending bicycle facilities and shared-use paths, like the Cotton Belt Trail, to strengthen connectivity within and beyond the station area.

Preserving Neighborhood Identity

The quality of existing neighborhoods and employment centers should be maintained and enhanced through landscape and pedestrian improvements, and thoughtful connections and transitions to other areas.



Goal Priorities:

- ▶ Maintain the quality and appeal of established neighborhoods and employment centers while transitioning to more active, transit-oriented uses.
- ▶ Implement well-designed connections and transitions between new developments and existing areas to preserve neighborhood integrity.
- ▶ Use design measures to maintain the safety and peaceful character of residential communities.

Shiloh Road Station Area Goals

Land Use

Transportation

Open Space & Character

Enhanced Public and Green Spaces

Inviting public open areas and green spaces that cater to area residents and employees should be prioritized and strategically developed.



Goal Priorities:

- ▶ Increase the availability of public open areas and green spaces to enhance livability and attractiveness within the station area.
- ▶ Update and improve existing parks like Shoshoni Park to better serve local neighborhoods.
- ▶ Include additional parks and green spaces in future redevelopment projects to offer recreational and social areas.

Distinctive District Identity

The distinctive identity of the research and technology-oriented industrial uses should be enhanced through uniquely designed character elements such as gateway monumentation and streetscape elements, creating a sense of place.



Goal Priorities:

- ▶ Reinforce the identity of the research and technology-oriented district through thoughtfully designed elements like gateways and streetscapes.
- ▶ Implement distinctive design features near the station that serve as visual anchors for the area.

PLAN VISION & DEVELOPMENT TYPES

Plan Vision Framework

This Plan Vision Framework outlines the key plan elements that work together to achieve the overall vision for the station areas.



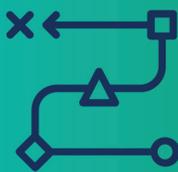
Plan Goals

Broad goals for each station area emerged from a series of stakeholder visioning sessions, public survey responses, and assessments of market and economic trends.



Vision Maps

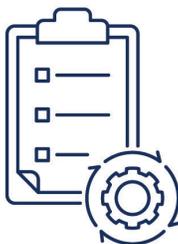
Maps that guide the physical transformation of the station areas. Future land use, transportation, and open space improvements and priorities are represented.



Recommendations & Strategies

Achievable priorities that support the Vision Maps and Plan Goals for each station area.

-  Land Use
-  Transportation
-  Open Space & Character



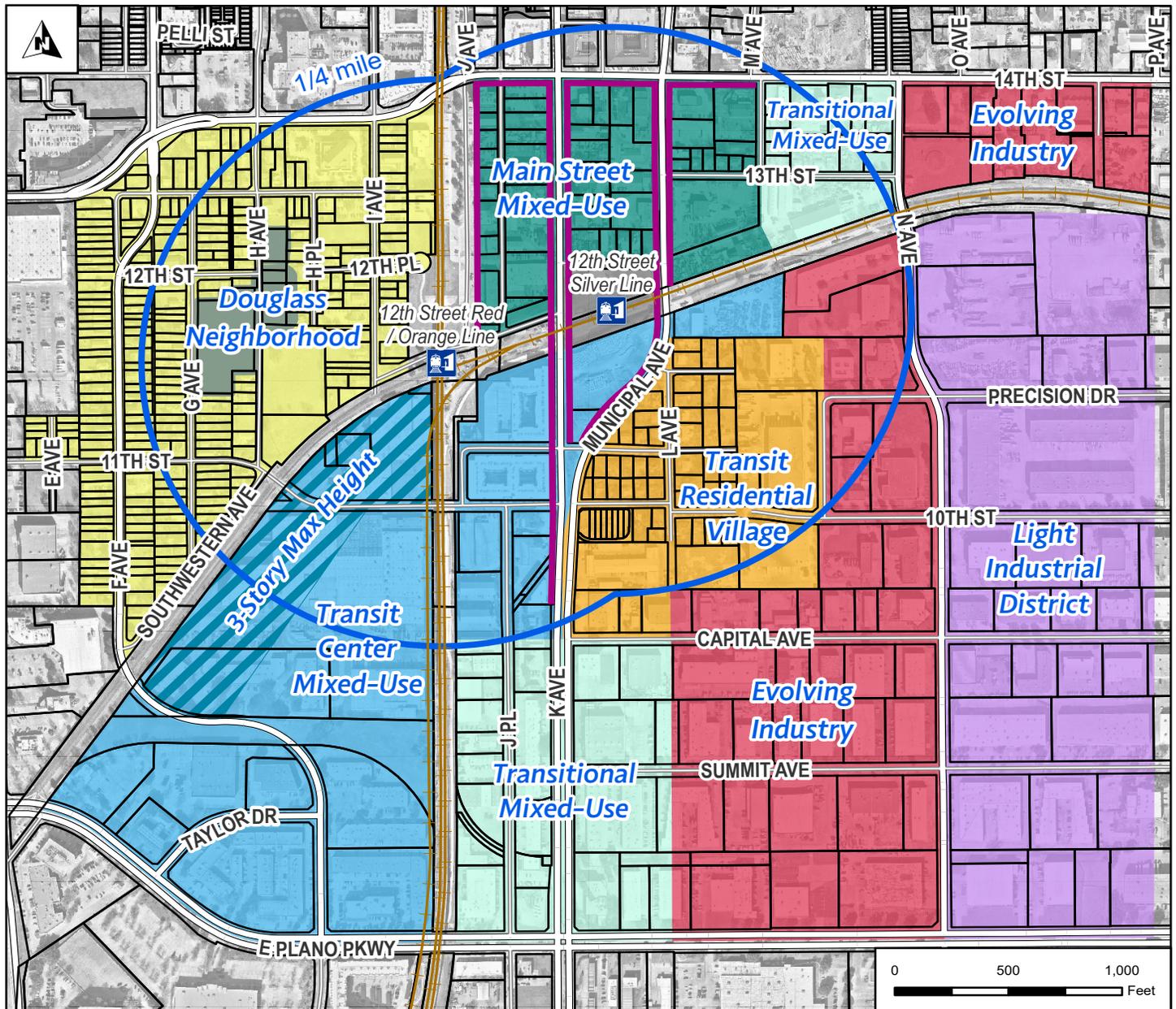
Implementation Actions

Actions that provide a clear checklist to guide the Plan's execution and ensure its success.

12th Street Station Area Land Use Vision

The **12th Street Land Use Vision Map (Figure 3)** guides future development within the station area. The vision is represented through various *Development Types*, each with a different land use mix, scale, and development character. Its primary objective is to provide direction for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. The Land Use Vision does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the *Development Types*. It is intended to serve as a versatile tool to guide future land use decisions, providing criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.

Figure 3: 12th Street Land Use Vision Map



Development Types	Transit Residential Village	Douglass Neighborhood	Open Space Network
12th Street Station	Evolving Industry	3-Story Max Height Transition	Future DART Station
Main Street Mixed-Use	Transitional Mixed-Use	Required First Floor Non-Residential Uses	DART Rail
Transit Center Mixed-Use	Light Industrial District		

12th Street Station Area Development Types

Main Street Mixed-Use

This category is designed to extend the walkable “Main Street” feel from the historic Downtown core to the 12th Street Station. Characterized by compact block sizes, this area is envisioned as a vibrant, eclectic zone with a mix of uses at a variety of heights and scales. Smaller, individually owned properties will likely encourage smaller-scale, diverse projects. The typical building scale and intensity should be similar to the existing development form in the Downtown Business/Government district.

This land use area prioritizes pedestrian activity through an active street environment. First-floor uses along primary streets support lively streetscapes and provide visual interest, with K Avenue intended as a “destination” street, creating a focal point for the station area. The area supports a mix of land use types, including residential with ground floor retail, dining options, office spaces, and service-related businesses.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Mixed-Use Multifamily and Independent Living Single-Family Attached 	<ul style="list-style-type: none"> Retail Service Office 	<ul style="list-style-type: none"> Low-Rise to Mid-Rise Scale Up to 5 stories High Intensity >75% lot coverage 	<ul style="list-style-type: none"> Compact and connected blocks Structured parking, shared surface lots and on-street parking

Transit Center Mixed-Use

This category serves as the highest density area, intended to foster transit-oriented activity within close proximity to the 12th Street Station. This zone includes larger parcels which are more suited for larger-scale, cohesive projects. The category supports a mix of land uses, with active street frontage along primary streets.

The development form is similar to the Main Street Mixed-Use area, but a transit-oriented density bonus incentive is recommended to promote quality, larger-scale projects. The density bonus would allow development to exceed typical building heights by up to three stories if it contributes to desired development goals, such as providing affordable housing units, public structured parking, or other design enhancements.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Mixed-Use Multifamily and Independent Living Single-Family Attached 	<ul style="list-style-type: none"> Retail Service Office 	<ul style="list-style-type: none"> Mid-Rise Scale Up to 5 stories (Density bonus: up to 8 stories) High Intensity >75% lot coverage 	<ul style="list-style-type: none"> Compact and connected blocks Structured parking, shared surface lots and on-street parking

12th Street Station Area Development Types

Transit Residential Village

This category aims to maintain a strong residential identity centered on the existing Vendome neighborhood. Housing types in this area should include a mix of moderate-density options, including small-lot single-family detached homes and attached housing types, such as townhomes, duplexes, and quadplexes.

Infill and redevelopment opportunities are present, enabling the growth and evolution of this residential district. The neighborhood boundary and local street connectivity is recommended to be expanded to provide additional residential development opportunities. The development pattern and street grid should promote a quiet, safe, and pedestrian-friendly environment, that also minimizes the impact of adjacent commercial uses.



Small-Lot Single-Family



Duplexes



Townhomes/Fourplexes



Townhomes/Fourplexes

Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Single-Family Detached Single-Family Attached 	<ul style="list-style-type: none"> Not Recommended 	<ul style="list-style-type: none"> Low/Mid-Rise Scale 1-3 stories Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> Compact and connected blocks On-street parking, private garaged parking and surface lots

Evolving Industry

This category establishes an employment-oriented area with a central theme of repurpose and adaptive re-use of older industrial spaces. Reimagining older facilities and expanding the allowed uses will encourage a diverse mix of business activity that can include retailers, showrooms, breweries, boutique retail, food and beverage establishments, and incubator/makerspace facilities.

Sites within this development type category should encourage walkability with inviting streetscapes and building entries that enhance the area's visual appeal, particularly along major streets. Development in this area benefits from easy access to Downtown amenities and the 12th Street Station, making it an attractive destination.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Not Recommended 	<ul style="list-style-type: none"> Retail Office Light Manufacturing Commercial Flex Space 	<ul style="list-style-type: none"> Low/Mid-Rise Scale 1-3 stories Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> Small to medium blocks Surface lots

12th Street Station Area Development Types

Transitional Mixed-Use

This category aims to create compatible development transitions between the 12th Street Station center and other nearby development areas, including CityLine, the US 75 Expressway corridor, and the 14th Street commercial corridor. This land use type supports new mixed-use and infill development opportunities at a more moderate development scale and intensity.

This category encourages a mix of residential and non-residential uses where living and working coexist with convenient access to nearby transit. Development in this area should promote walkable connectivity and efficient use of land. Mid-rise multifamily and non-residential uses should predominantly locate along major streets, with single-family attached types located along minor streets. Adaptive reuse opportunities may exist within this area.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Mid-Rise Multifamily and Independent Living Single-Family Attached 	<ul style="list-style-type: none"> Retail Service Office Assisted Living/Long-Term Care 	<ul style="list-style-type: none"> Low/Mid-Rise Scale Up to 4 stories Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> Small to medium blocks Structured parking, surface lots, on-street parking

Light Industrial District

This category maintains a focus on light industrial uses, underlining its significance in supporting the area's local employment and economic vitality. This area offers spaces for industrial activities with various functions, including processing, assembly, warehousing, research and development, and associated services.

The plan recommends a land use pattern that transitions to light industrial uses east of N Avenue and gradually shifts from predominantly light industrial uses to a more mixed-use character closer to the station area core. N Avenue provides a key connection that supports local north-south freight traffic for the movement of goods and services. It can also act as a buffer, softening the shift in character and creating separation for the mixed-use and residential areas west of this area.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Not Recommended 	<ul style="list-style-type: none"> Light Industrial Retail Office 	<ul style="list-style-type: none"> Low-Rise to Mid-Rise Scale 1-5 stories Low Intensity <50% lot coverage 	<ul style="list-style-type: none"> Medium block size Surface lots

12th Street Station Area Development Types

Douglass Neighborhood

This category respects the historical importance of the Douglass Community. No changes are recommended to the existing land use policy direction which allows for infill residential development consistent with the existing neighborhood character.

Development pressures may exist due to its proximity to the 12th Street Station. However, the primary uses in the Douglass Neighborhood are intended to remain single-family detached or duplex residential, with supporting educational, institutional, or public uses.

A 3-story maximum height transition is recommended for mixed-use development areas adjacent to the Douglass Community (within 500'). This will provide appropriate transitions in building height and bulk that are sensitive to the residential character of the neighborhood.



Character Defining Elements

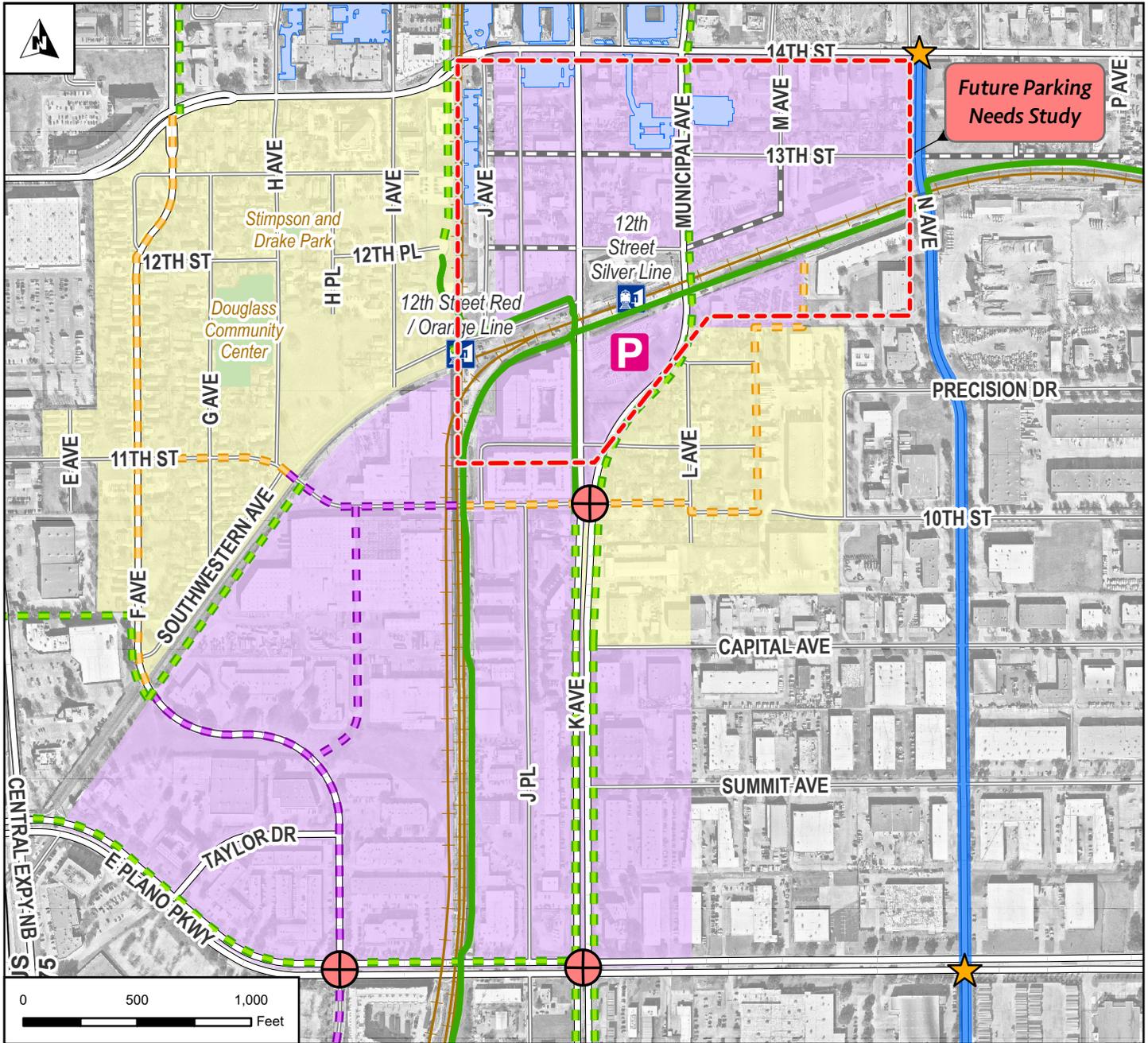
Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Single-Family Detached 	<ul style="list-style-type: none"> Educational, Institutional, or Public Uses only Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses) 	<ul style="list-style-type: none"> Low-Rise Scale 1-story Residential Uses 1 to 2-story Non-Residential Uses Low Intensity <50% lot coverage 	<ul style="list-style-type: none"> Small to medium blocks Private garages and on-street parking

12th Street Station Area **Transportation Vision**

The **12th Street Transportation Vision Map (Figure 4)** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

Figure 4: 12th Street Transportation Vision Map



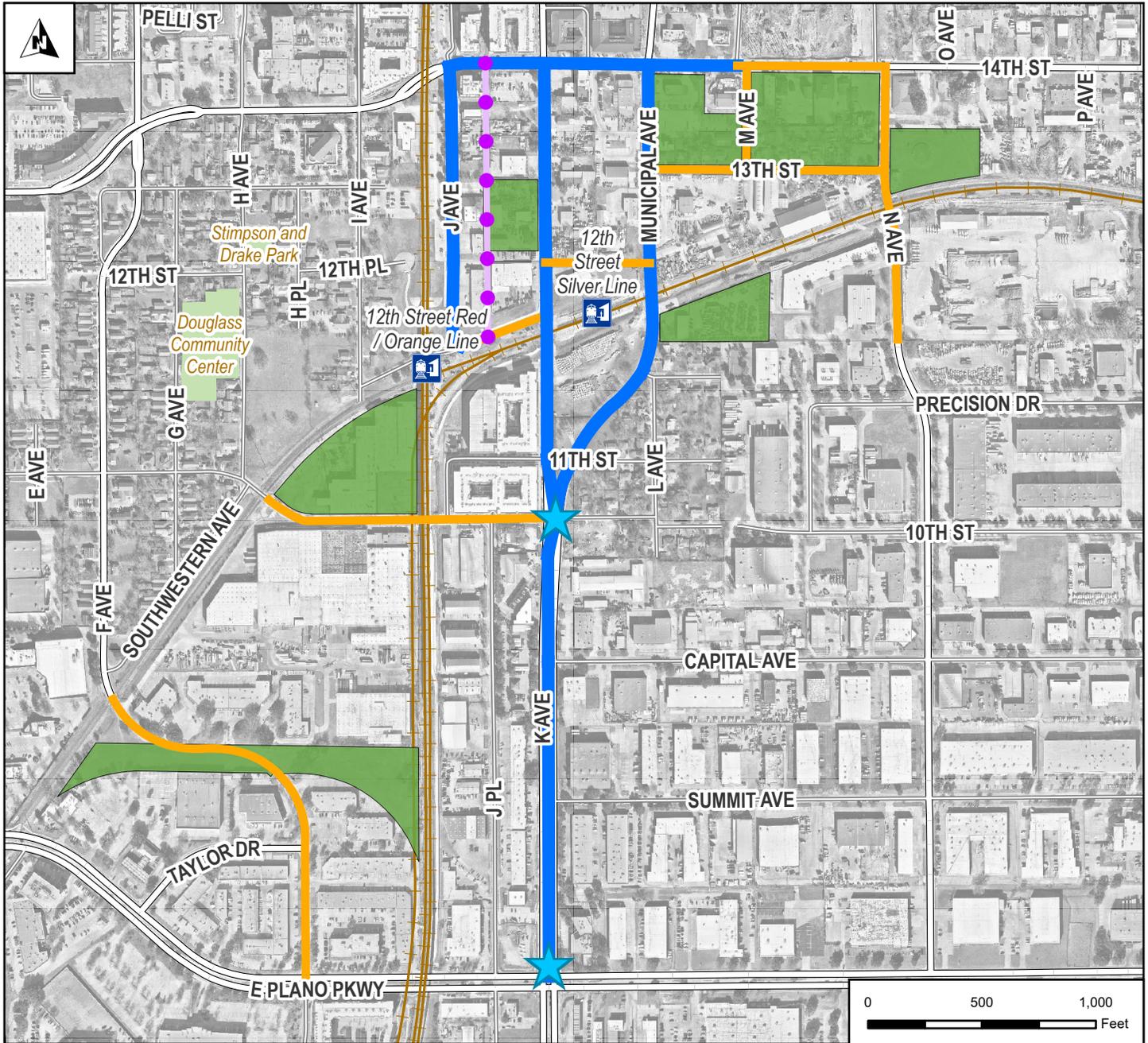
- | | | | | |
|--|---|---|--|---|
| <p>Streets & Intersections</p> <ul style="list-style-type: none"> Upgrade Thoroughfare to Type E: Major Collector Intersection Safety Opportunity | <ul style="list-style-type: none"> Potential Signalized Intersection Proposed Neighborhood Traffic Calming Area Mixed-Use Street Connectivity | <p>Multimodal Improvements</p> <ul style="list-style-type: none"> Existing/Funded Shared-Use Path Proposed Shared-Use Path | <ul style="list-style-type: none"> Proposed On-Street Bicycle Facility Proposed Bicycle Boulevard Parking Needs Study Area Future DART Station Parking Existing Public Parking Areas | <ul style="list-style-type: none"> Future DART Station DART Rail Downtown Streets Plan Connection |
|--|---|---|--|---|

12th Street Station Area Open Space & Character Vision

The 12th Street Open Space & Character Vision Map (Figure 5) serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

Figure 5: 12th Street Open Space & Character Vision Map



Street Character Improvements

- █ Primary Streetscape
- █ Secondary Streetscape
- Shared Street

Placemaking Opportunities

- ★ Gateway Features

Open Space Opportunities

- █ Park/Open Space Candidate Site (Future Study)

Future DART Station

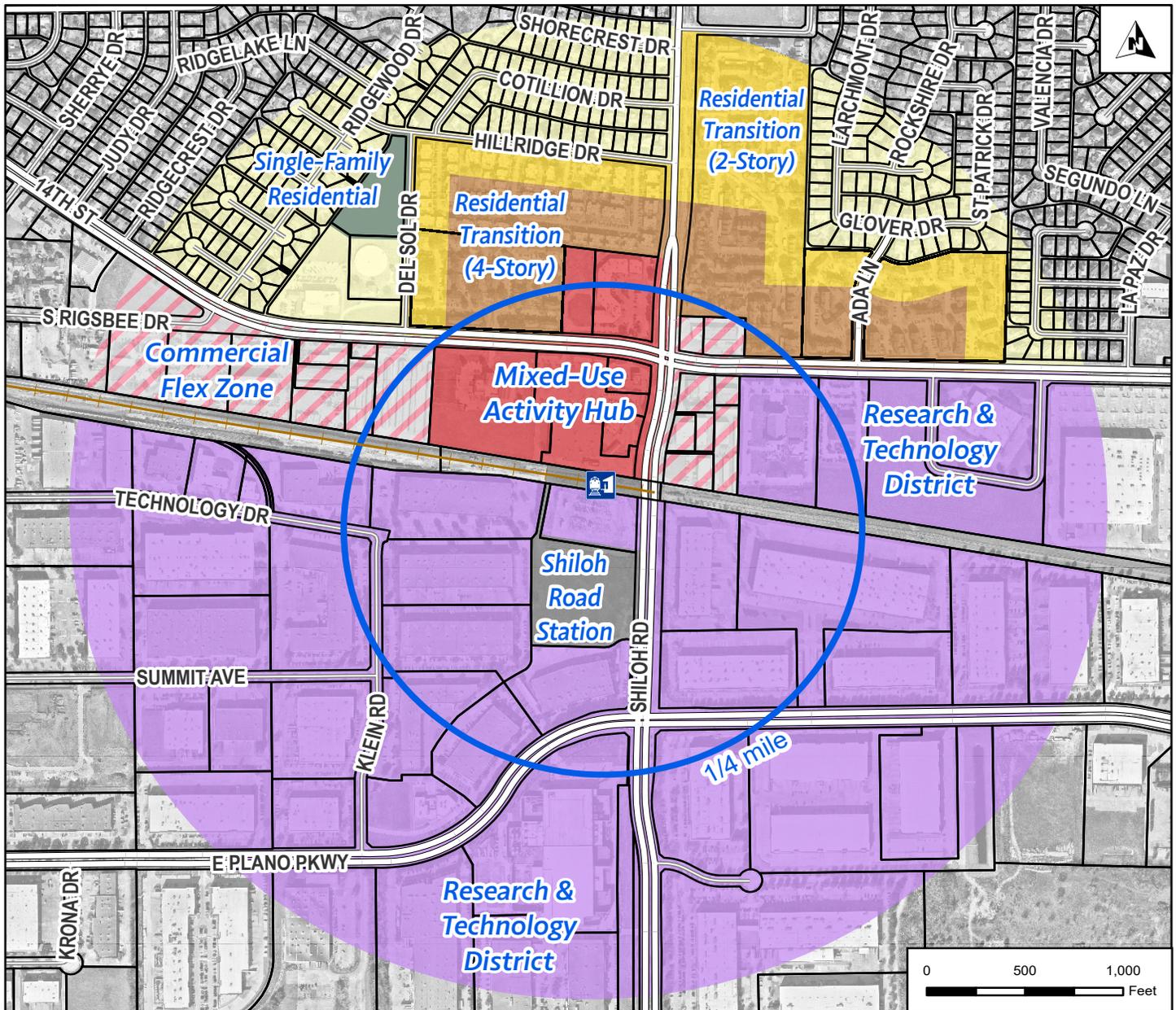
DART Rail

█ Existing Park Sites

Shiloh Road Station Area Land Use Vision

The **Shiloh Road Land Use Vision Map (Figure 6)** guides future development within the station area. The vision is represented through various *Development Types*, each with a different land use mix, scale, and development character. Its primary objective is to provide direction for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. The Land Use Vision does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the *Development Types*. It is intended to serve as a versatile tool to guide future land use decisions, providing criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.

Figure 6: Shiloh Road Land Use Vision Map



- | | | | | |
|--------------------------|--------------------------------|----------------------------------|---------------------------|---------------------|
| Development Types | Commercial Flex Zone | Residential Transition (4-Story) | Single-Family Residential | Future DART Station |
| Shiloh Road Station | Research & Technology District | Residential Transition (2-Story) | Open Space Network | DART Rail |
| Mixed-Use Activity Hub | | | | |

Shiloh Road Station Area Development Types

Mixed-Use Activity Hub

This category presents an opportunity for a walkable and inviting neighborhood-scale activity center at the intersection of 14th Street & Shiloh Road that can serve as a cornerstone of the station area. A mix of compatible uses are encouraged that bolsters the surrounding neighborhoods and business areas, and promotes the revitalization of underperforming retail properties.

This area should remain predominantly nonresidential, with no more than 50% of its development area allocated for residential purposes. A minimum development size of at least 5 acres is recommended in order to have sufficient area to utilize mixed-use design. Future redevelopment should offer well-connected internal streets, pedestrian pathways, and usable open space, to link the hub to the surrounding station area. Residential uses should be thoughtfully located within the site with adequate buffers when adjacent to commercial uses.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Multifamily and Independent Living Single-Family Attached Duplexes Patio Homes Live/Work 	<ul style="list-style-type: none"> Retail Service Office 	<ul style="list-style-type: none"> Low/Mid-Rise Scale Up to 4 stories Medium/High Intensity 50-90% lot coverage 	<ul style="list-style-type: none"> Compact and connected blocks Private garages, structured parking, shared surface lots, on-street parking

Commercial Flex Zone

This category maintains a focus on light commercial-oriented uses intended to provide essential goods and services to residents and workers within the area. This portion of the 14th Street corridor offers opportunities for businesses and developments that benefit from convenient thoroughfare access and might not typically locate in a mixed-use setting closer to the transit station.

As the western gateway to the Shiloh Road Station Area, there is potential to establish unique identity and branding through improved site design elements. These elements may include pedestrian-oriented setbacks, streetscape enhancements, attractive building facades, and thoughtful landscaping that adds to the character of the district.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Not Recommended 	<ul style="list-style-type: none"> Light Commercial Retail Service Office 	<ul style="list-style-type: none"> Low-Rise Scale 1-2 stories Low Intensity <50% lot coverage 	<ul style="list-style-type: none"> Medium to wide block size Structured parking and surface lots

Shiloh Road Station Area Development Types

Research & Technology District

This category maintains its focus as a low-density employment center, accommodating office spaces, research and development facilities, and limited assembly operations. The existing mix of land uses in this district contributes to its identity as a technology and light industrial park, serving the region with essential employment opportunities and services.

To ensure the continued economic success of this area, efforts should be made to elevate its branding and identity. This could include new development design standards that promote the area as a prominent technology and employment hub in both Plano and the broader region. This district aims to attract and retain research and technology-focused businesses and remain at the forefront of this economic development sector.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> • Not Recommended 	<ul style="list-style-type: none"> • Office • Research & Development • Warehousing 	<ul style="list-style-type: none"> • Varied Scale Up to 20 stories • Low Intensity <60% lot coverage 	<ul style="list-style-type: none"> • Medium to wide block size • Structured parking and surface lots

Residential Transition (4-Story)

This category is strategically designed to serve as a transitional residential district, supporting a diverse mix of housing options. Located in close proximity to the Mixed Use Activity Hub and Shiloh Road Station, this district allows for greater residential density.

This category can be seamlessly integrated with the Mixed Use Activity Hub with connected internal streets and pathways, creating a cohesive and walkable development pattern. It presents opportunities to diversify housing types in the area, including multifamily or single-family attached homes.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> • Single-Family Detached • Single-Family Attached • Duplexes • Multifamily and Independent Living 	<ul style="list-style-type: none"> • Educational, Institutional, or Public Uses only • Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses) 	<ul style="list-style-type: none"> • Low/Mid-Rise Scale 3-4 stories • Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> • Small to medium block size • Private garages, on-street parking and structured parking

Shiloh Road Station Area Development Types

Residential Transition (2-Story)

This category is recommended as a lower-scale transitional residential district, primarily serving as a buffer between existing single-family neighborhoods and the Residential Transition (4-Story) housing types.

As existing properties in the area may be revitalized or redeveloped over time, there exists opportunity to introduce a broader variety of housing types. This includes single-family attached homes, duplexes, and low-rise multifamily units.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Single-Family Detached Single-Family Attached Duplexes Multifamily and Independent Living 	<ul style="list-style-type: none"> Educational, Institutional, or Public Uses only Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses) 	<ul style="list-style-type: none"> Low-Rise Scale 1-2 stories Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> Small to medium block size Private garages, surface lots and on-street parking

Single-Family Residential

The future land use direction of this category is to preserve the existing residential character and livability of the Shiloh Road area's established neighborhoods.



Character Defining Elements

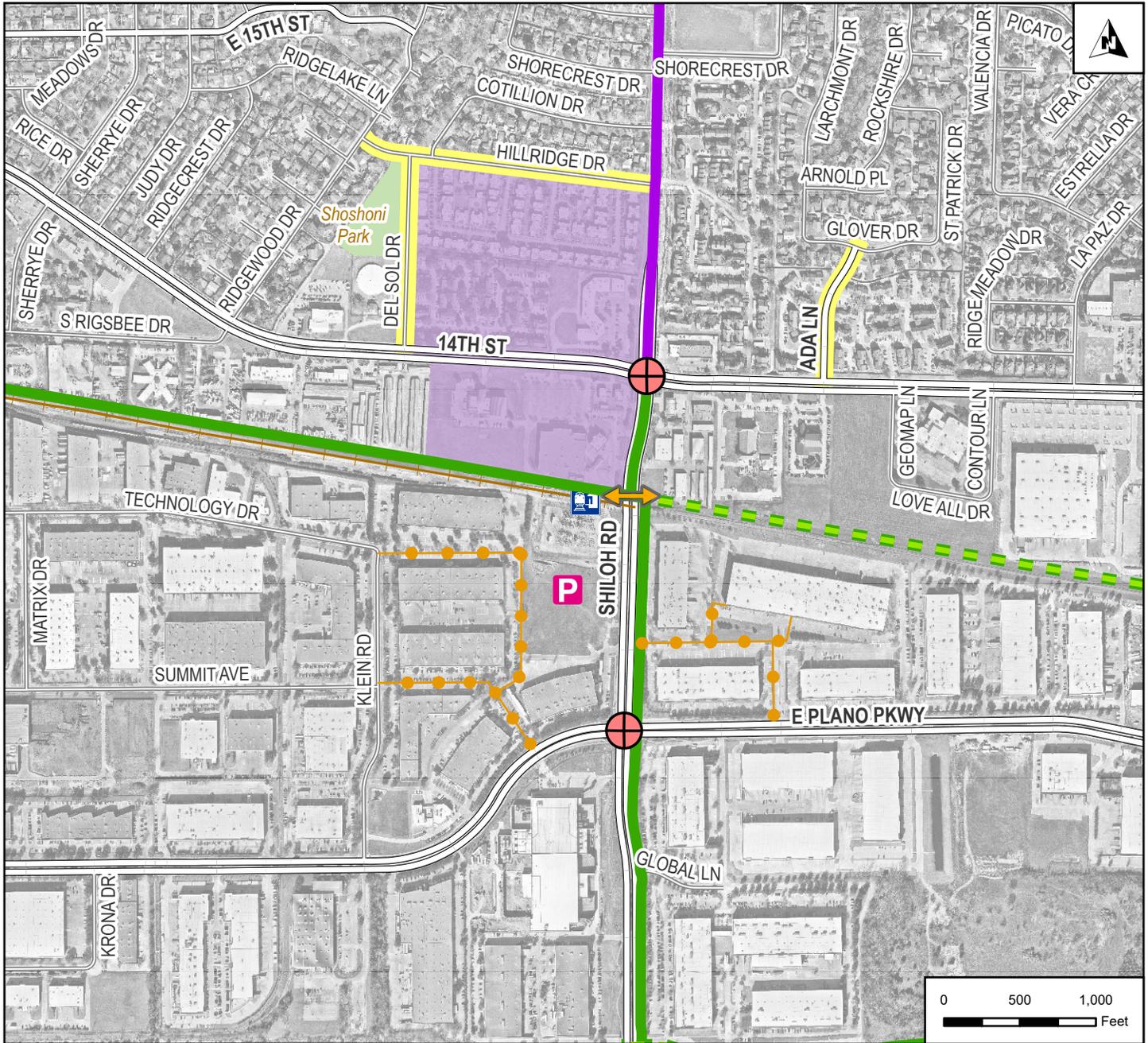
Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Single-Family Detached 	<ul style="list-style-type: none"> Educational, Institutional, or Public Uses only Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses) 	<ul style="list-style-type: none"> Low-Rise Scale 1-2 stories Low Intensity <50% lot coverage 	<ul style="list-style-type: none"> Gridded or curvilinear streets Private garages and on-street parking

Shiloh Road Station Area **Transportation Vision**

The **Shiloh Road Transportation Vision Map (Figure 7)** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

Figure 7: Shiloh Road Transportation Vision Map



Intersection Improvements

-  Intersection Safety Opportunity
-  Midblock Trail Crossing

Multimodal Connectivity

-  Existing/Funded Shared-Use Path
-  Existing/Funded On-Street Bicycle Facility
-  Proposed Shared-Use Path

-  Proposed Pedestrian Connection

Street Improvements

-  Mixed-Use Street Design & Connectivity
-  Proposed Neighborhood Traffic Calming Area

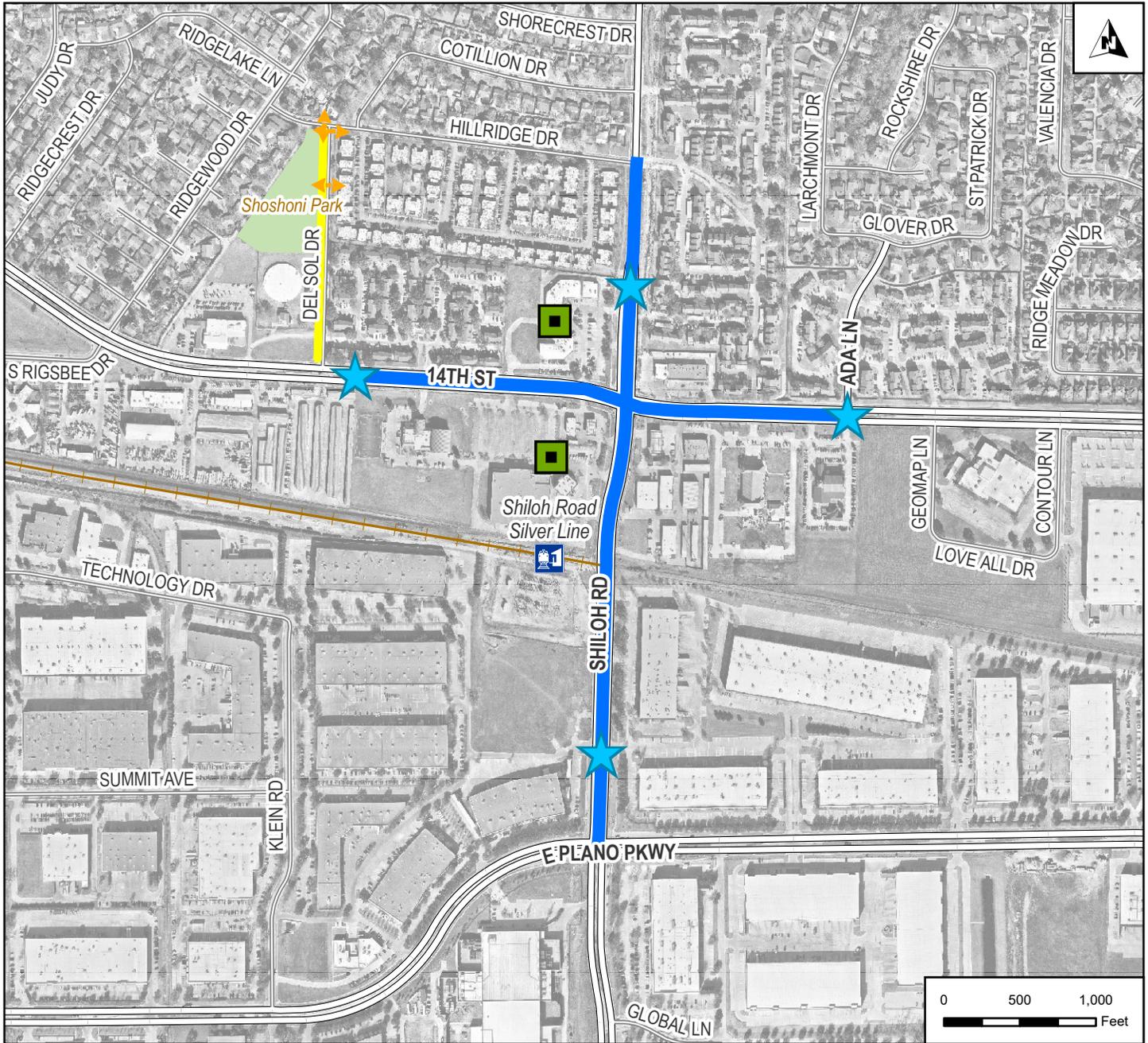
-  DART Rail
-  Future DART Station
-  Future DART Station Parking

Shiloh Road Station Area Open Space & Character Vision

The **Shiloh Road Open Space & Character Vision Map (Figure 8)** serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

Figure 8: Shiloh Road Open Space & Character Vision Map



- | | | | |
|--|---|---|--|
| <p>Streetscape Improvements</p> <ul style="list-style-type: none">  Station Area Entry Features  Streetscape Improvements | <p>Open Space Opportunities</p> <ul style="list-style-type: none">  Mixed-Use Redevelopment Open Space | <p>Park Improvements</p> <ul style="list-style-type: none">  Pedestrian Crossing  Sidewalk | <p> Future DART Station</p> <p> DART Rail</p> <p> Existing Park Sites</p> |
|--|---|---|--|

RECOMMENDATIONS & STRATEGIES

RECOMMENDATIONS & STRATEGIES

The Recommendations identify priorities that support the vision maps and overall plan goals for each station area. The Strategies provide support and additional direction for the implementation of each Recommendation.

Land Use

- ▶ **Recommendation A: Proactively rezone properties and align zoning regulations with the Land Use Vision**
 - » Strategy #1: Develop zoning policies to support desired land use and transit-oriented development form for the 12th Street Station Area
 - » Strategy #2: Develop zoning policies to support desired land use and transit-oriented development form for the Shiloh Road Station Area

- ▶ **Recommendation B: Enhance station area safety through the use of Crime Prevention Through Environmental Design (CPTED) design principles**
 - » Strategy: Encourage development design strategies that contribute to safe, transit-oriented community environments

- ▶ **Recommendation C: Encourage adaptive reuse of existing structures to contribute to community character and value**
 - » Strategy: Support adaptive reuse of properties.

- ▶ **Recommendation D: Develop community design standards for cohesive and functional station area development**
 - » Strategy: Community design standards for transit-oriented areas should reflect best practices for walkable design.

Transportation

- ▶ **Recommendation E: Enhance pedestrian safety on station area neighborhood streets**
 - » Strategy #1: Consider traffic calming to enhance pedestrian safety on Douglass Neighborhood Streets (12th Street Station Area)
 - » Strategy #2: Consider traffic calming to enhance pedestrian safety on Transit Residential Village Streets (12th Street Station Area)
 - » Strategy #3: Consider traffic calming to enhance pedestrian safety on residential entry streets (Shiloh Road Station Area)
 - » Strategy #4: Identify effective traffic calming measures utilizing the city's Neighborhood Traffic Management guidelines

- ▶ **Recommendation F: Utilize context-sensitive street design and connectivity standards to promote development goals**
 - » Strategy #1: Expansion of a walkable street grid
 - » Strategy #2: Implement a mixed-use street design pilot project on K Avenue (14th to 10th Street)
 - » Strategy #3: Prioritize the application of mixed-use street design standards as streets are constructed or repaired
 - » Strategy #4: Improve F Avenue to support mixed-use multimodal activity

- ▶ **Recommendation G: Upgrade N Avenue to provide an alternate route for commercial vehicle traffic**
 - » Strategy: Upgrade N Avenue to a Type E Major Collector

- ▶ **Recommendation H: Enhance first-mile/last-mile connectivity**
 - » Strategy #1: Expand micromobility options
 - » Strategy #2: Expand demand response transit service
 - » Strategy #3: Evaluate a potential employer-oriented shuttle route
 - » Strategy #4: Explore automated vehicle first-mile/last-mile connections

- ▶ **Recommendation I: Explore strategies to increase long-term station area transit ridership**
 - » Strategy #1: Evaluate existing fixed-route DART bus service
 - » Strategy #2: Increase frequency for rail and/or bus service
 - » Strategy #3: Investigate free or reduced fare zones for the Silver Line Station Areas

Transportation (continued)

- ▶ **Recommendation J: Develop and implement a strategic parking plan to support anticipated growth**
 - » Strategy: Develop strategic parking plans within the 12th Street Station Area.

- ▶ **Recommendation K: Enhance bicycle connectivity and safety**
 - » Strategy: Develop a bicycle network that provides safe, convenient, and connected routes

- ▶ **Recommendation L: Prioritize pedestrian safety and connectivity to create a walkable environment**
 - » Strategy #1: Implement safety improvements at key intersections within the 12th Street Station Area
 - » Strategy #2: Create accessible and comfortable pedestrian pathways within the 12th Street Station mixed-use areas
 - » Strategy #3: Implement safety improvements at key intersections in the Shiloh Road Station Area
 - » Strategy #4: Prioritize an enhanced mid-block crossing on Shiloh Road

- ▶ **Recommendation M: Utilize mixed-use street design principles to promote a well-connected internal street network and support development goals**
 - » Strategy #1: Expand street connectivity in mixed-use areas
 - » Strategy #2: Evaluate and accommodate on-street parking needs on residential streets

- ▶ **Recommendation N: Provide additional pedestrian connections to improve transit access to businesses**
 - » Strategy: Coordinate with private property owners and businesses to develop pedestrian pathways to the Shiloh Road Station site

Open Space & Character

- ▶ **Recommendation O: Promote development of additional public open spaces to support anticipated residential growth**
 - » Strategy #1: Evaluate potential open space sites in the 12th Street Station Area for a future special area park
 - » Strategy #2: Plan and develop a multi-purpose park to support future 12th Street area growth
 - » Strategy #3: Incorporate functional public open spaces into larger redevelopment projects

- ▶ **Recommendation P: Transform J Place into a shared street to provide an enhanced pedestrian connection**
 - » Strategy #1: Explore shared street design solutions for J Place
 - » Strategy #2: Explore public plazas and open space to supplement shared street space

- ▶ **Recommendation Q: Upgrade streetscapes with pedestrian-oriented improvements**
 - » Strategy: Enhance streetscapes depending on street activity and purpose

- ▶ **Recommendation R: Enhance district character through entry features and placemaking amenities**
 - » Strategy #1: Develop district placemaking guidelines
 - » Strategy #2: Prioritize locations for gateway improvements
 - » Strategy #3: Establish bold and distinctive public art to define the district
 - » Strategy #4: Elevate aesthetics and character of highly visible corridors

- ▶ **Recommendation S: Expand and enhance open spaces in the Shiloh Road Station Area**
 - » Strategy #1: Enhance existing public open spaces and bolster connections to surrounding neighborhood
 - » Strategy #2: Require functional open spaces within future mixed-use developments

- ▶ **Recommendation T: Establish a distinctive visual identity for the Shiloh Road Mixed-Use Activity Hub area**
 - » Strategy #1: Create cohesive streetscape and design standards for the district
 - » Strategy #2: Prioritize identity improvements at major station area entry points

Recommendations & Strategies

- ▶ **Recommendation A:** Proactively rezone properties and align zoning regulations with the Land Use Vision

Station Area	
<input checked="" type="checkbox"/>	12th Street
<input checked="" type="checkbox"/>	Shiloh Road

Implementation Actions: LU-3, LU-4, LU-5, LU-6, LU-7, LU-8, LU-9, LU-11, LU-24, LU-25

Comprehensive Plan Alignment:

This recommendation supports the **Plano Comprehensive Plan Transit-Oriented Development Policy Action 3: Proactively work with property owners to align zoning with adopted area plans for identified light rail stations and future commuter rail corridors.**

Strategy #1: Develop zoning policies to support desired land use and transit-oriented development form for the 12th Street Station Area.

- ▶ Base zoning districts should be evaluated and adjusted where in conformance with this plan and other goals of the Comprehensive Plan (see **Figure 9**).
- ▶ Where an existing zoning district does not support the visions and policies of the Plan, a new district should be considered.
- ▶ A Transit-Oriented Development (TOD) Zoning Overlay is recommended that will introduce specific development standards tailored to the unique characteristics of the station area development types, supplementing the base zoning regulations (see **Figure 10**).

12th Street Station Area Zoning

Mixed-Use Development Types (Main Street/Transit Center/Transitional Mixed-Use): Many areas do not fully support the mix of residential and non-residential uses and compact development patterns characteristic of a TOD district.

Rezone these areas using the standards of the Downtown Business/Government (BG) District as the foundation. The BG District, although originally intended to apply to the specific characteristics of Plano’s downtown area, is designed to facilitate pedestrian-oriented development and accommodate a diverse mix of residential and nonresidential uses, that



Mixed-Use Development

support many of the development goals for the 12th Street Station mixed-use areas.

Transit Residential Village: To accommodate a mix of single-family detached and attached residential types in the Transit Residential Village development area, a new residential zoning district should be created with flexibility to support a variety of attached housing types and a walkable neighborhood pattern.



Attached Residential Types (duplexes, townhomes)

Evolving Industry: The plan area designated as Evolving Industry is primarily zoned Light Industrial-1 (LI-1) with Light Commercial (LC) along the K Avenue corridor. Given the proximity to planned residential and pedestrian-oriented mixed-use development, the heavy-intensity uses supported by the LI-1 zoning district would no longer be compatible. Rezoning to LC is recommended to promote the area’s goals.



Industrial Adaptive Reuse

Transit-Oriented Development Zoning Overlay

Creating a TOD zoning overlay is recommended to implement specific development standards. Key development criteria could include:

- ▶ *Building Height:* Specify maximum building heights in alignment with the development type criteria.
- ▶ *Ground Floor Uses on Primary Streets:* Require ground-floor uses that activate primary streets as identified on the Land Use Plan, to enhance walkability and street vibrancy.
- ▶ *Parking Standards:* Evaluate parking requirements, such as reduced parking minimums for developments located within proximity of transit stations and standards for bike parking.
- ▶ *Maximum Building Length (Main Street Mixed-Use):* Establish maximum building lengths to break up massing and create a more human-scale environment.
- ▶ *Density Bonus (Transit Center Mixed-Use):* In order for developers to exceed baseline density limits, significant development features that offer community benefits should be provided, such as the provision of affordable housing units, public parking, or other desired development features.
- ▶ *Residential Adjacency Standards:* Development above five stories should incorporate appropriate transitions in height when adjacent to 1-3 story residential development districts. Design elements may include setbacks from residential lot lines or design changes such as upper-story stepbacks.



Active ground floor uses on primary streets



Density Bonus Example Application:

- (left) typical 4-over-1 mixed-use development
- (right) mixed-use development with density bonus and additional desired development features

Density Bonus Examples:

City of Iowa City, IA – Zoning Bonus Provisions

- ▶ Purpose: The zone bonus provisions provide an incentive for developments to incorporate features that provide a public benefit and encourage excellence in architectural design.
- ▶ Bonus provisions include allowance of dwelling units in excess of the density otherwise achievable under the provisions of the base zone, additional building bulk, and/or reductions of the required setback area. Bonuses are based on a point system. Points may be awarded for public benefit features that the design review committee determines are appropriate in design and location.
- ▶ Development that includes the following public benefit features may qualify for the bonuses:
 - » Materials/Facade Design Improvements
 - » Usable Open Space
 - » Rehabilitation of Historic Buildings
 - » Assisted Housing Units
 - » Streetscape Amenities
 - » Additional Landscaping (visible from a public street)
 - » Window Design Improvements

City of Austin, TX – Downtown Density Bonus Program

- ▶ Purpose: The Downtown Density Bonus Program (DDBP) was established in 2014 to promote a vibrant, dense, and pedestrian friendly downtown area while also encouraging the development of affordable housing and other community benefits.
- ▶ This program allows developments in the downtown area to achieve greater height and density in exchange for providing a high quality building and streetscape as well as community benefits.
- ▶ Development that includes the following community benefit features may qualify for the bonuses:
 - » Affordable Housing
 - » Day Care Services
 - » Cultural Uses
 - » Live Music Use
 - » Historic Preservation Improvements
 - » Green Building or Green Roof Design
 - » Publicly Accessible On-Site Plaza
 - » Off-Site Open Space Development Fees
 - » Other Community Benefits (with City approval)

Figure 9: 12th Street Station Area Existing Zoning

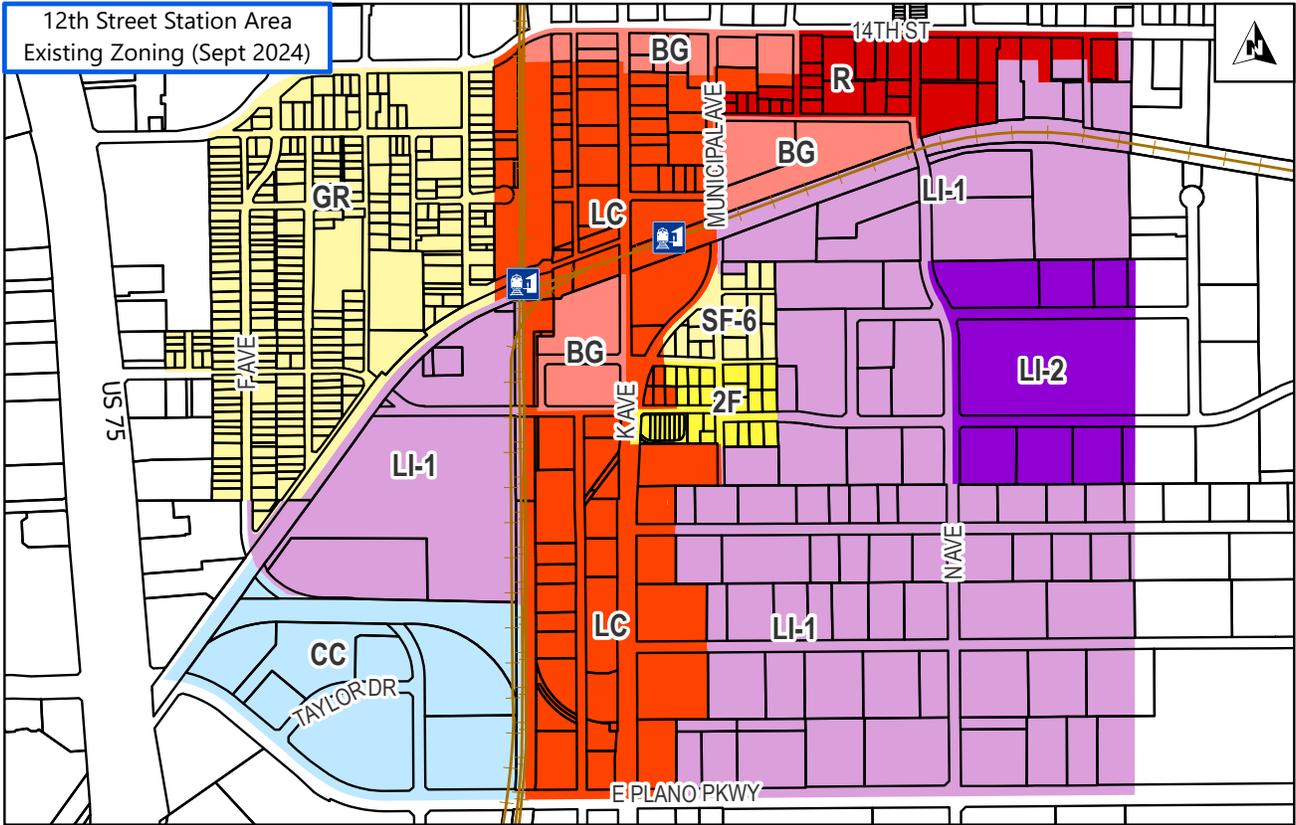
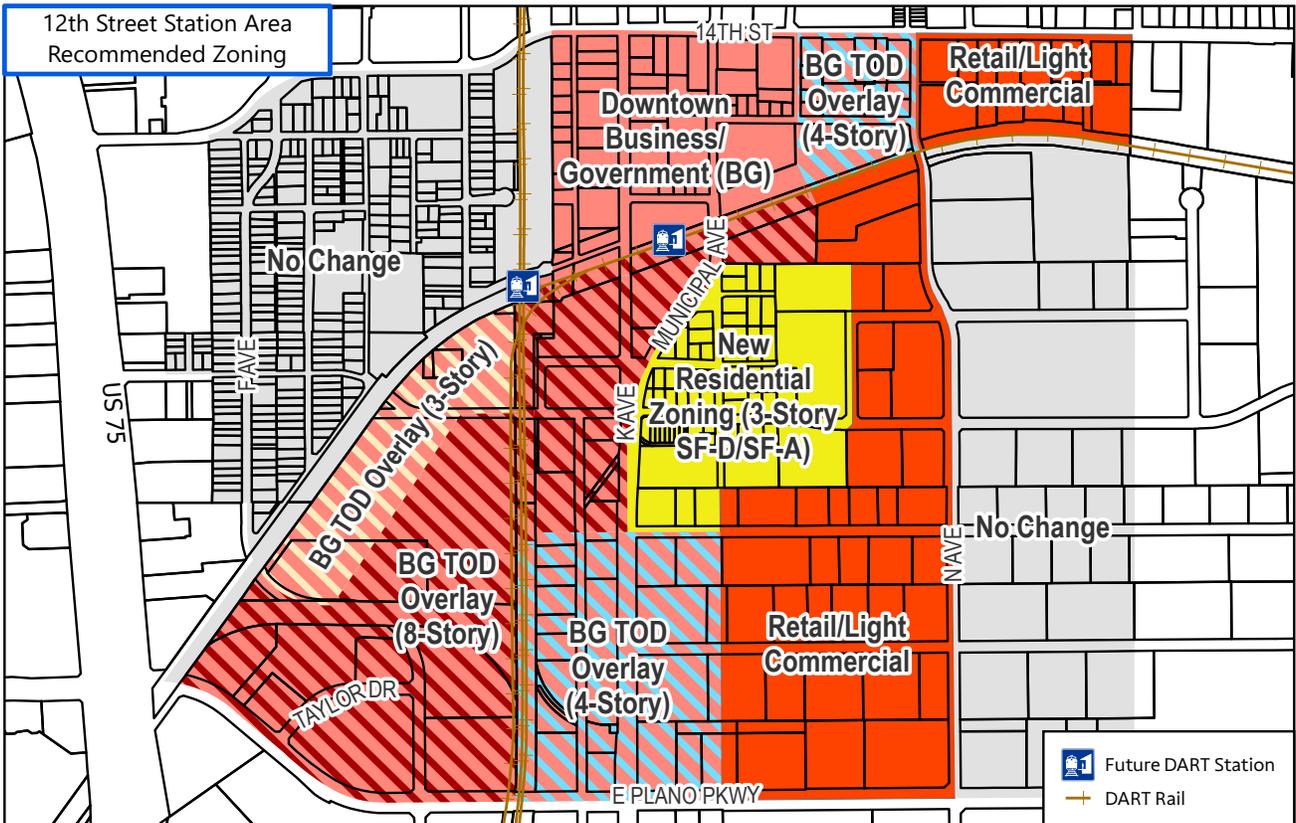


Figure 10: 12th Street Station Area Recommended Zoning



Summary of 12th Street Station Area Base Zoning and TOD Overlay Modifications:

Land Use Vision Development Type	Existing Zoning	Proposed Base Zoning	Additional Development Criteria
Main Street Mixed-Use	BG, LC	BG	<ul style="list-style-type: none"> ▶ Maximum Building Length ▶ Ground Floor Uses ▶ Parking Standards
Transit Center Mixed-Use	BG, R, LC, LI-1	BG	<ul style="list-style-type: none"> ▶ Density Bonus (up to 3-Story) ▶ Ground Floor Uses ▶ Parking Standards
Transitional Mixed-Use	CC, LC, LI-1	BG	<ul style="list-style-type: none"> ▶ Maximum Building Height (4-Story) ▶ Residential Development Pattern
Transit Residential Village	SF-6, 2F, SF-A, LC, LI-1	New or Modified Zoning District	<ul style="list-style-type: none"> ▶ Standards to Encourage Residential Building Form and Height Variety ▶ Residential Development Pattern ▶ Height Stepback Requirements for Adjacent Development
Evolving Industry	LC, LI-1	LC	<ul style="list-style-type: none"> ▶ Maximum Building Height (3-Story) ▶ Setbacks
Douglass Neighborhood*	GR	No Change	
Light Industrial District*	LI-1, LI-2	No Change	

***Douglass Neighborhood and Light Industrial District Areas:** The areas identified as Douglass Neighborhood and Light Industrial District are not recommended for rezoning, as the current zoning supports the recommended development characteristics.

Strategy #2: Develop zoning policies to support desired land use and transit-oriented development form for the Shiloh Road Station Area

Shiloh Road Station Area Base Zoning Changes

Mixed-Use Activity Hub: The current zoning in the proposed mixed-use development areas support a variety of non-residential uses; however, these zoning districts do not allow residential uses. A Transit-Oriented Development (TOD) Overlay could introduce the necessary guidelines to incorporate residential uses and pedestrian-oriented site design standards while maintaining the area’s predominantly non-residential character.

TOD Overlay Guidelines for the Mixed-Use Activity Hub may include:

- ▶ **Land Use Mix:** Allow a balanced mix of residential and non-residential uses with no more than 50% of the development area allocated for residential purposes.
 - » This recommendation follows the guidance of the city's Redevelopment & Growth Management Policy Action 5, ensuring that any rezoning requests for multiuse development include no more than 50% square footage for residential uses.
- ▶ **Minimum Development Size:** Establish a minimum size of at least 5 acres to ensure that mixed-use developments have sufficient area to implement uses and design principles effectively.



Retail corner revitalization/redevelopment

- ▶ **Building Height and Site Design:** Allow building heights of up to 4 stories to support higher density development and efficient land use. Promote compact and connected block designs to enhance pedestrian orientation and site connectivity. Specify that the location of multifamily and non-residential uses should be placed along Shiloh Road and 14th Street to maximize visibility and accessibility respect existing neighborhoods.

Residential Transition: The current zoning in the Residential Transition areas includes Multifamily Residence-1 and Multifamily Residence-2. While these zoning districts support the desired mix of residential uses, some zoning modifications may be needed as follows:

- ▶ **Height Allowance:** Consider necessary zoning district updates to support residential structures up to 4 stories in the Residential Transition area. This would accommodate residential developments that align with the area’s vision for a more intense residential environment near the Mixed-Use Activity Hub.
- ▶ **Review of Existing Site Design Requirements:** Review and adjust density, area, yard, and bulk requirements to better support the desired walkable development pattern. Modifications may include reducing minimum lot sizes, adjusting setback requirements, and increasing allowable lot coverage to encourage more compact and pedestrian-friendly designs.



Mix of residential uses (Residential Transition)

Commercial Flex Zone, Research & Technology, and Single-Family Residential Areas: The areas identified as Commercial Flex Zone, Research & Technology, and Single-Family Residential are not recommended for rezoning, as the current zoning generally supports the recommended land uses and development characteristics for these areas (see **Figure 11** and **Figure 12**).

Figure 11: Shiloh Road Station Area Existing Zoning

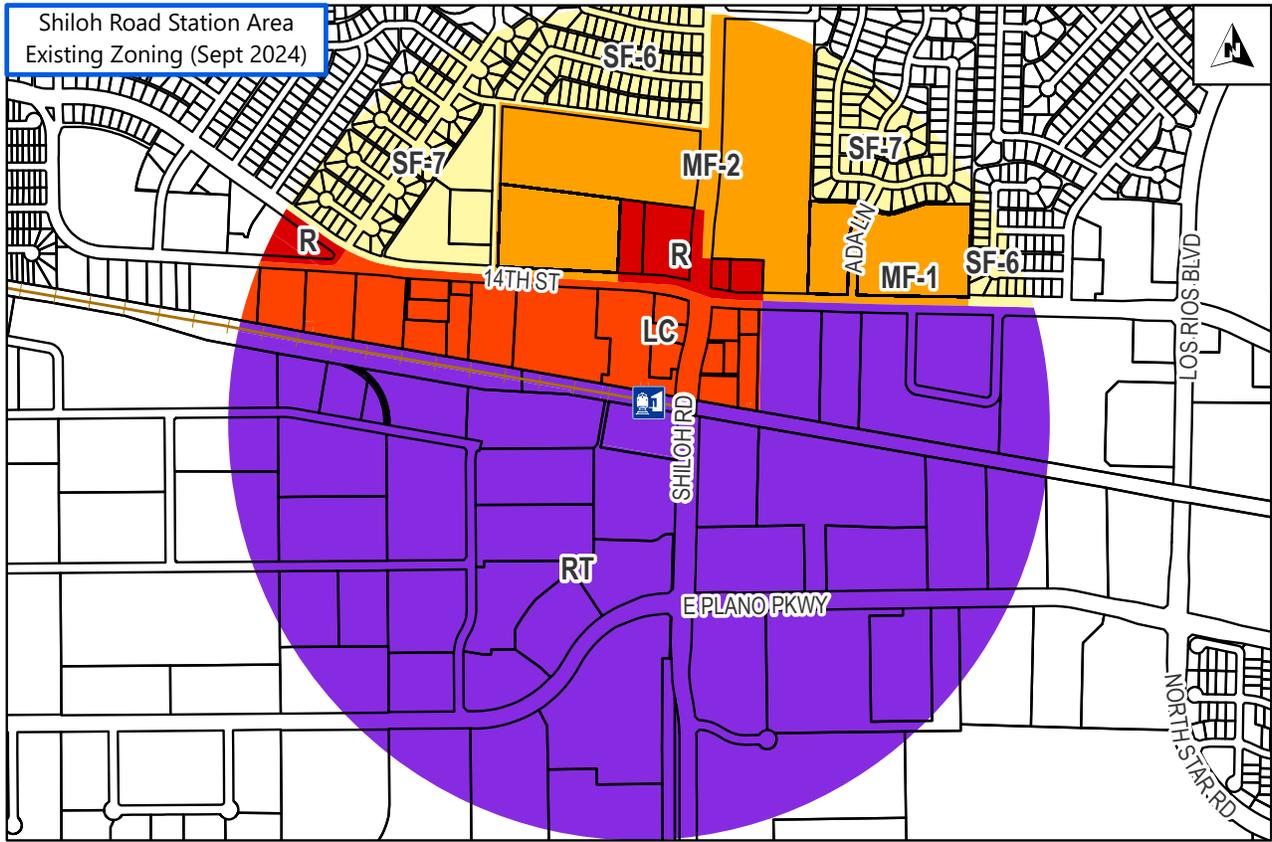
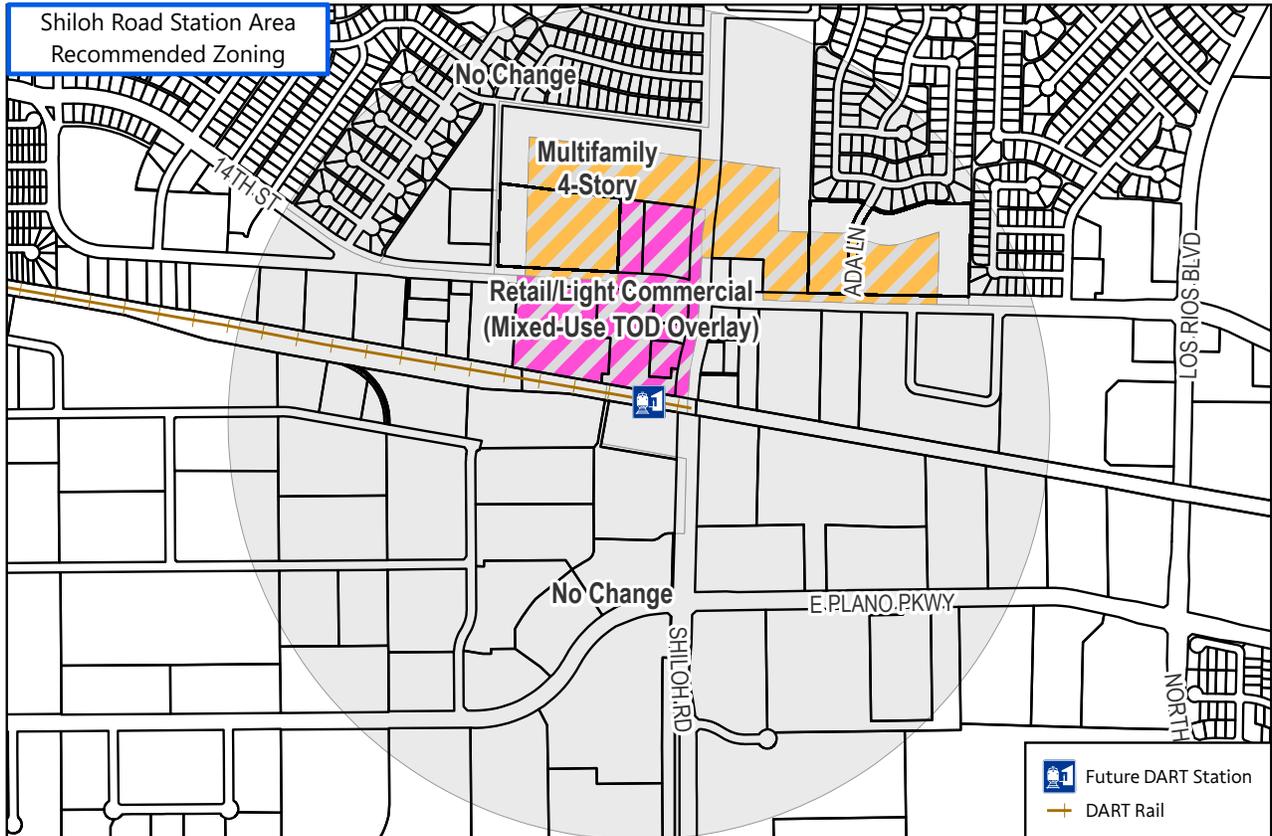


Figure 12: Shiloh Road Station Area Recommended Zoning



Summary of Shiloh Road Station Area Zoning and TOD Overlay Modifications:

Land Use Vision Development Type	Existing Zoning	Proposed Zoning	Additional Development Criteria
Mixed-Use Activity Hub	R, LC	R or LC with TOD Overlay	<ul style="list-style-type: none"> ▶ Maximum Building Height (4-Story) ▶ Residential Use Mix Maximum ▶ Minimum Development Size ▶ Land Use Mix Requirements ▶ Pedestrian-Oriented Site Design Standards
Residential Transition (4-Story)	MF-1, MF-2	MF with TOD Overlay	<ul style="list-style-type: none"> ▶ Maximum Building Height (4-Story) ▶ Pedestrian-Oriented Site Design Standards
Residential Transition (2-Story)*	MF-1, MF-2	<i>No Change</i>	
Commercial Flex Zone*	R, LC	<i>No Change</i>	<ul style="list-style-type: none"> ▶ Pedestrian-Oriented Site Design Standards
Research & Technology District*	RT	<i>No Change</i>	
Single-Family Residential*	SF-6, SF-7	<i>No Change</i>	

***Residential Transition (2-Story), Commercial Flex Zone, Research & Technology District, and Single-Family Residential:** These areas are not recommended for rezoning, as the current zoning supports the recommended development characteristics.

Recommendations & Strategies

- ▶ **Recommendation B:** Enhance station area safety through the use of Crime Prevention Through Environmental Design (CPTED) design principles

Station Area	
<input checked="" type="checkbox"/>	12th Street
<input checked="" type="checkbox"/>	Shiloh Road

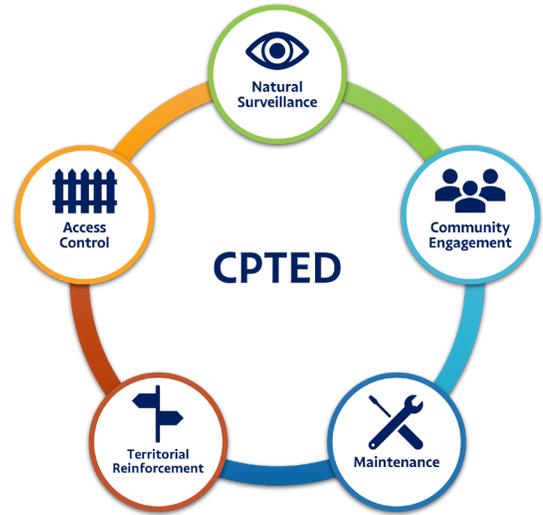
Implementation Actions: LU-17

Crime Prevention Through Environmental Design (CPTED) is a strategy that focuses on using design principles to create physical environments that deter criminal activity and enhance safety. Implementing CPTED principles in the design of future development and open spaces near the transit station can contribute to a safer, more welcoming environment for residents, workers, and visitors. Additional resources, such as infrastructure maintenance and/or staffing to deter criminal activity would be required.

Strategy: Encourage development design strategies that contribute to safe, transit-oriented community environments.

Redevelopment projects provide an opportunity to create environments that not only support transit-oriented living but also contribute to a safer and more secure community. The city can develop a CPTED toolkit to provide functional guidance for the inclusion of design principles in future development and public open spaces based on the following best practices:

- ▶ **Natural Surveillance:** Design buildings and open spaces to maximize visibility and natural surveillance.
- ▶ **Territorial Reinforcement:** Define clear boundaries and ownership of spaces through design elements such as landscaping, pathways, and signage.
- ▶ **Access Control:** Control access to buildings and spaces through strategic design features such as controlled entry points, fencing, and landscaping.
- ▶ **Maintenance and Management:** The design of buildings and open spaces should include ongoing maintenance and management efforts.
- ▶ **Lighting:** Incorporate effective lighting design to illuminate pathways, entry points, and public spaces.
- ▶ **Landscaping and Urban Design:** Use landscaping and urban design elements to enhance safety and security.
- ▶ **Community Engagement:** Regular coordination between the community, Police Department, and relevant station area stakeholders can ensure that CPTED principles align with community needs and concerns.



CPTED design principles



Site design techniques for enhanced visibility include lighting, landscaping, and clear sightlines



Territorial reinforcement design techniques to define public and private spaces

Recommendations & Strategies

- ▶ **Recommendation C:** Encourage adaptive reuse of existing structures to contribute to community character and value

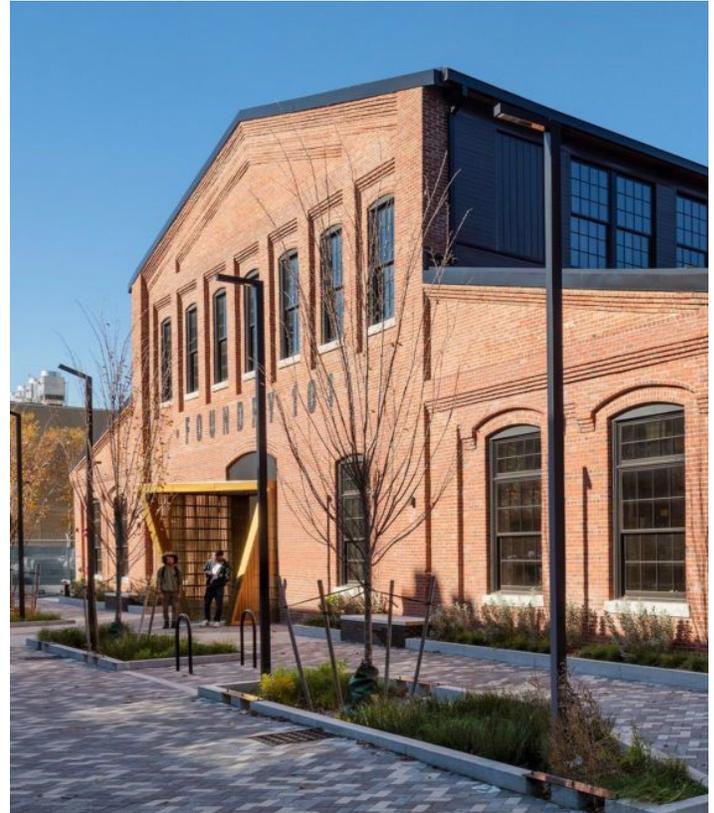
Implementation Actions: LU-12, LU-13, LU-14, LU-15, LU-16, LU-22

Adaptive reuse is a sustainable approach to development that promotes the preservation of historical, architectural, and cultural assets while accommodating new development needs. This recommendation seeks to leverage the inherent character and value of existing buildings by repurposing them for alternative uses.

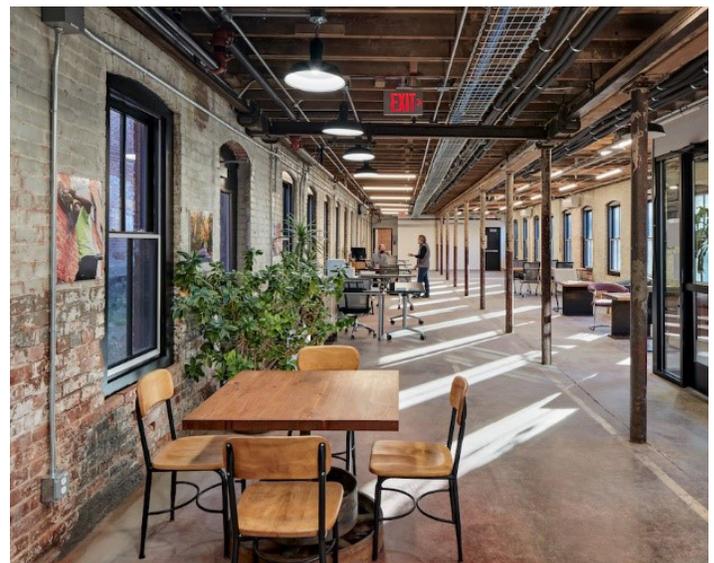
Strategy: Support adaptive reuse of properties.

While full redevelopment of property is expected, some sites may be suitable for adaptive reuse to convert these properties into offices, creative workspaces, art studios/galleries, retail uses, or social/recreational spaces that align with the goals of the area. To promote quality adaptive reuse projects, the following should be considered:

- ▶ **Preserving Architectural Features:** Retain and showcase unique architectural features, historical elements, and building aesthetics.
- ▶ **Retrofitting for Modern Needs:** Retrofit existing buildings to meet contemporary standards for energy efficiency, accessibility, and sustainability.
- ▶ **Creative Programming of Exterior Areas:** Reprogram underutilized areas, such as excess surface parking or hardscape to incorporate outdoor amenities, green spaces, or public gathering areas.
- ▶ **Incentives:** The city and developers should explore utilizing incentives or programs to offset the costs associated with adaptive reuse projects to help cover renovation costs, building upgrades, or infrastructure improvements.
- ▶ **Zoning Regulation Allowances:** Adaptive reuse projects often involve existing conditions that do not conform to standard requirements. Flexibility in existing zoning requirements, new zoning classifications, or overlay districts should be considered where needed to meet the goals of the 12th Street Station Area Plan.



Adaptive reuse of former warehouse



Interior retrofit for modern needs

Recommendations & Strategies

- ▶ **Recommendation D:** Develop community design standards for cohesive and functional station area development

Station Area	
<input checked="" type="checkbox"/>	12th Street
<input checked="" type="checkbox"/>	Shiloh Road

Implementation Actions: LU-17

Developing community design standards for new development in the station areas helps to establish distinctive and visually appealing environments that prioritize the goals of the station area.

Strategy: Community design standards for transit-oriented areas should reflect best practices for walkable design.

The following best practices should be incorporated into community design standards:

- ▶ **Site Layout:** Emphasize building orientation towards transit stations, active street frontages, and public spaces. Minimize surface parking visible from streets and ensure convenient pedestrian access to building entrances.
- ▶ **Building Form:** Regulate building massing and streetwall heights to create a human-scale environment along primary pedestrian streets. Consider setbacks and step-backs to reduce visual bulk and provide adequate views from the street level.
- ▶ **Building Design:** Encourage facade articulation, with variation in building form and materials, and street-level detailing such as active uses, transparent windows, balconies, and stoops. Ensure that building designs contribute positively to the streetscape and pedestrian experience.
- ▶ **Streetscape:** Promote sidewalk activation through ground-floor uses such as retail, cafes, and services. Integrate streetscape elements like street furniture, landscaping, lighting, and public art to enhance the pedestrian environment and create inviting public spaces.



Transit-oriented site and building design includes buildings oriented to the street, articulated facades, pedestrian street amenities



Streetscape elements to support active ground-floor uses

Recommendations & Strategies

► Recommendation E: Enhance pedestrian safety on station area neighborhood streets

Implementation Actions: TR-6

Station Area

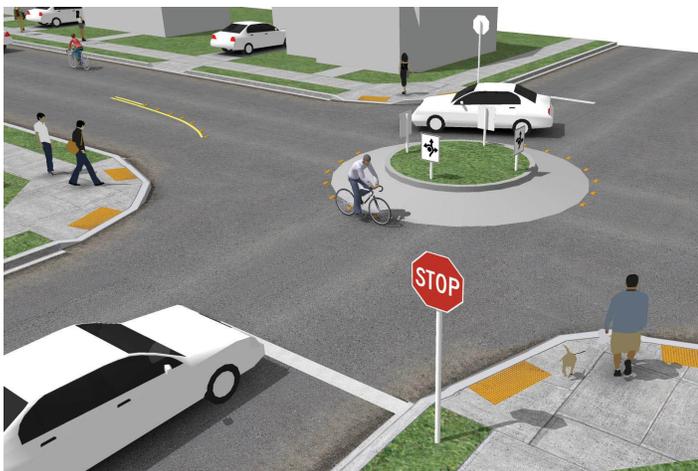
- 12th Street
- Shiloh Road

The 12th Street area faces unique challenges due to the configuration of the Silver Line and Red/Orange Lines which limit street grid connectivity and create areas with few pedestrian route options. This results in increased vehicle traffic on certain roads, necessitating measures to slow and control traffic to protect pedestrians and cyclists.

The Shiloh Road area presents opportunities to enhance pedestrian safety on primary entry streets that serve the neighborhoods north of the station area. Overall, both areas are characterized by residential streets designed primarily for vehicle traffic, with a need for improved pedestrian infrastructure and traffic calming solutions.

Strategy #1: Consider traffic calming to enhance pedestrian safety on Douglass Neighborhood Streets (12th Street Station Area)

F Avenue and 11th Street serve as primary routes for traffic. These streets would benefit from traffic calming measures to enhance safety for pedestrians and cyclists. Other local residential streets such as I Avenue, H Avenue, and 12th Street, see lower traffic volumes and thus present a lower priority for such measures.



Speed management design measure: traffic circle/mini-roundabout
(Source: NACTO)

Strategy #2: Consider traffic calming to enhance pedestrian safety on Transit Residential Village Streets (12th Street Station Area)

Traffic calming measures on 10th Street, a key connection into the neighborhood, would help minimize the impact of traffic from adjacent commercial areas. Future street connections constructed to support new development in this area should also incorporate traffic calming designs to ensure safe travel speeds and enhance walkability.



Speed management design measure: curb extensions
(Source: NACTO)

Strategy #3: Consider traffic calming to enhance pedestrian safety on residential entry streets (Shiloh Road Station Area)

Ada Lane, Del Sol Drive, and Hillridge Drive are the primary entry points into the residential neighborhoods around the station area, and specific traffic calming measures could contribute to safe and accessible routes for all users. These streets should be designed as mixed-use local streets to support on-street parking, and other design elements should integrate that further support walkability and ensure safe travel speeds, making these streets more inviting and accessible for residents.



Shiloh Road Station Area residential streets (Del Sol Drive)



Shiloh Road Station Area residential streets (Ada Lane)

Strategy #4: Identify effective traffic calming measures utilizing the city's Neighborhood Traffic Management guidelines

Effective traffic calming should include input from neighborhood property owners to ensure community support and successful implementation. Potential measures include:

- ▶ Curb Extensions
- ▶ Speed Cushions
- ▶ Chicanes
- ▶ Pinchpoints
- ▶ Traffic Circles
- ▶ Partial street closure (Transit Residential Village only):
 - » A partial closure of 10th Street could be considered. Currently, 10th Street is fully closed east of L Avenue. This solution would restrict through traffic while supporting some additional vehicle, bicycle, and pedestrian connections while also limiting the potential commercial traffic.



Traffic volume management design measure: partial street closure (Source: NACTO)

Recommendations & Strategies

- **Recommendation F:** Utilize context-sensitive street design and connectivity standards to promote development goals

Implementation Actions: TR-1, TR-2, TR-3, TR-9

Station Area

12th Street

The 12th Street Station Area features a primarily wide block pattern designed to accommodate vehicular traffic. These conditions limit the area’s potential to become a pedestrian-oriented mixed-use district that supports walkability and street-level activity. The lack of amenities such as wider sidewalks, street trees, and pedestrian-scale lighting inhibits the activation of street frontages and diminishes the overall appeal of the area for mixed-use development. There is a significant opportunity to encourage a more active, walkable district that supports both residential and commercial activities.

Strategy #1: Expansion of a walkable street grid

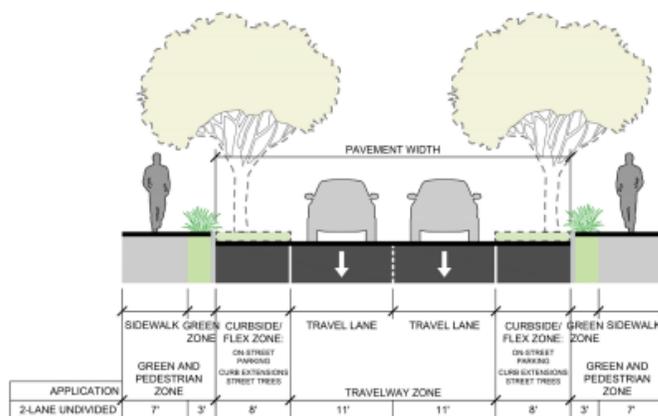
Encourage the expansion of a walkable street grid through new local streets, shared streets (or woonerfs), or paseos that provide safe and inviting pedestrian routes between destinations. Numerous blocks south of 14th Street have lengths exceeding 1,000 feet. As redevelopment occurs in these areas, new street connections should be introduced to reduce large blocks into smaller, more walkable segments characterized by block lengths of approximately 400-600 feet.



Redevelopment with new street connectivity

Strategy #2: Implement a mixed-use street design pilot project on K Avenue (14th to 10th Street)

K Avenue is a major entryway into the 12th Street Station Area, and the segment between 14th and 10th Street is within the Main Street Mixed-Use land use area which aims to continue the walkable and active streetscape character of downtown. Its visibility on one of the major streets will serve as a catalyst for attractive investment and will spur redevelopment.



Proposed mixed-use context street section – K Avenue (14th to 10th Street); Source: Plano Street Design Standards

Strategy #3: Prioritize the application of mixed-use street design standards as streets are constructed or repaired

As the 12th Street Station Area evolves, the application of mixed-use street design standards should be a priority as streets are rebuilt over time or as new streets are added to support redevelopment. The city’s adopted mixed-use street design standards can be used to retrofit existing streets, transforming them into pedestrian-friendly environments that encourage street-level activity. This approach includes integrating wider sidewalks, pedestrian-scale lighting, street trees, on-street parking, and spaces for sidewalk dining areas.



Mixed-use context street design

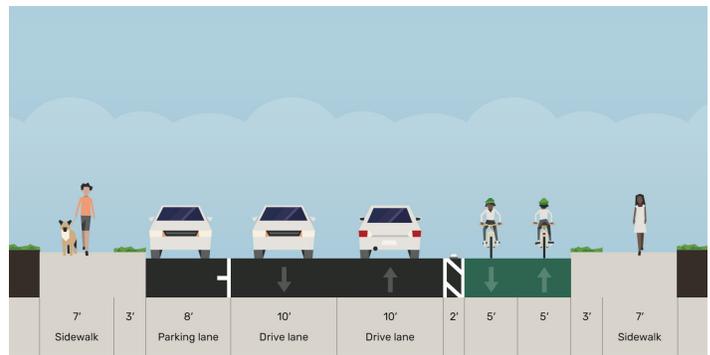
Strategy #4: Improve F Avenue to support mixed-use multimodal activity

F Avenue between 14th Street and Southwestern Avenue, provides an opportunity to support pedestrian and bicycle activities. Currently classified as a Major Collector, F Avenue has a narrow right-of-way more typical of a local residential street, with many residential driveways and homes set back at short distances. Introducing design features that slow traffic and promote safe on-street bicycle activity can significantly enhance the street’s functionality and safety.

South of Southwestern Avenue, F Avenue connects to Plano Parkway, where it serves adjacent commercial areas and future mixed-use development. This segment has additional right-of-way and should be redesigned to incorporate mixed-use street characteristics such as on-street parking and wider sidewalks to support future mixed-use land development.



F Avenue – 14th Street to Southwestern Avenue (residential bicycle boulevard design treatments); Source: NACTO



*F Avenue – Southwestern Avenue to Plano Parkway
On-Street Parking Lane + Buffered Cycle Track (60’ ROW)
(Short-Term Retrofit Solution)*



*F Avenue – Southwestern Avenue to Plano Parkway
On-Street Parking Lanes + Buffered Bike Lanes (74’ ROW)
(Long-Term Rebuild Solution)*

Recommendations & Strategies

- ▶ **Recommendation G:** Upgrade N Avenue to provide an alternate route for commercial vehicle traffic

Implementation Actions: TR-4

Station Area

- 12th Street

The current traffic flow within the 12th Street Station Area heavily relies on K Avenue, which serves as the primary north-south thoroughfare and is a major route for trucks and commercial vehicles.

N Avenue presents an opportunity to redistribute some of this traffic. Currently classified as a minor collector, N Avenue serves the light commercial and industrial development areas on the east side of the station area. N Avenue currently lacks the necessary right-of-way and design improvements to efficiently handle a higher volume of commercial vehicles. Upgrading N Avenue presents an opportunity to provide an alternative route for local commercial vehicle trips.

Strategy: Upgrade N Avenue to a Type E Major Collector

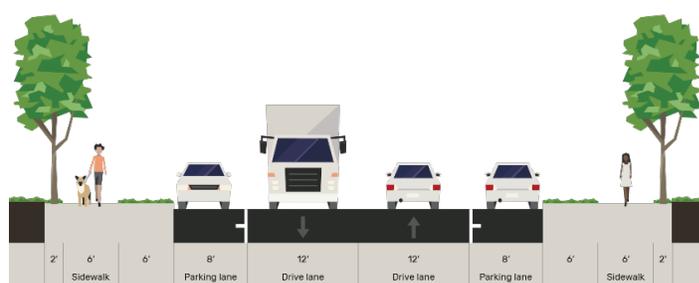
Upgrading N Avenue to a Type E Major Collector between the President George Bush Turnpike and 14th Street is a strategic improvement that will enhance the station area’s overall traffic management and support commercial activity. This strategy would require widening the roadway to a minimum right-of-way of 68 feet, facilitating several key improvements, including creating a more viable alternate route for commercial vehicles and providing space for streetscape enhancements to create a more inviting and walkable environment.

Midblock Improvements

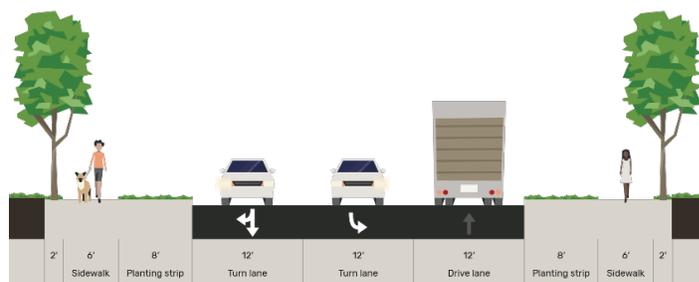
- ▶ Maintain two travel lanes to support anticipated traffic demand.
- ▶ Add accommodations for inviting streetscapes to support a more walkable environment.
- ▶ Provide dedicated street space for on-street parking to support the overall parking supply for adjacent non-residential uses in the Evolving Industry and Light Industrial areas.

Intersection Improvements

- ▶ Introduce dedicated turn lanes at intersections to improve throughput and facilitate safe turning movements for commercial vehicles.
- ▶ Install traffic signals at primary intersections, specifically at Plano Parkway and 14th Street.
- ▶ Consider potential intersection enhancements such as signage, pedestrian crossings, and lighting.



Proposed N Avenue (Midblock Section) 68' ROW
Type E Major Collector



Proposed N Avenue (Intersection) 68' ROW
Type E Major Collector

Recommendations & Strategies

► Recommendation H: Enhance first-mile/last-mile connectivity

Implementation Actions: TR-15, TR-16, TR-17

Station Area

- 12th Street
- Shiloh Road

First-mile/last-mile connections in the station area pose both opportunities and challenges for transit riders. There are opportunities to explore new forms of transportation, including automated shuttles, to provide convenient connections for riders to and from the transit station.

Strategy #1: Expand micromobility options

The city's Bike & Scooter Share program supports micromobility options – such as e-scooters and bicycle sharing – in the 12th Street Station Area. However, there are currently no home zones near the future Silver Line Stations where these vehicles must be stored when not in use. Establishing home zones near the stations will allow users to quickly utilize bicycles or scooters during their trip to and from the stations.



Micromobility station with signage and hard surface

Strategy #2: Expand demand response transit service

DART's GoLink system uses a variety of vehicle types and providers (such as Uber) to provide curb-to-curb service within designated zones but does not currently provide direct service to the station sites. Coordinating with DART to connect existing GoLink Zones in Plano to Silver Line and Red/Orange Line stations could expand overall transit use.

- East Plano GoLink Zone & East Telecom Go Link Zone
 - » Expand west to area between N Avenue and Jupiter Road that currently lacks on-demand service.

Strategy #3: Evaluate a potential employer-oriented shuttle route

There are currently no shuttle routes available in the station area. As a first-mile/last-mile connection, a shuttle system could benefit employers in the area by connecting their businesses/employees to the Silver Line system.

A dedicated-shuttle route between the 12th Street and Shiloh Road Silver Line stations, major employers, and/or points of interest within the 12th Street Station Area should be explored. Costs for riders should be free or very low in cost in the beginning of the program to attract ridership and stimulate long-term viability of the service.



Employer shuttle

Strategy #4: Explore automated vehicle first-mile/last-mile connections.

Implementing automated vehicles as first-mile/last-mile connections can enhance the transportation network in the station area by improving both efficiency and accessibility.

Potential partners for an automated vehicle system/route in the area would include the North Central Texas Council of Governments (NCTCOG), which provides guidance and possible funding sources for implementation. Businesses, especially those in the Evolving Industry and Light Industrial areas that specialize in high-tech technology, could be potential partners, as automated vehicles could provide transportation for employees while highlighting the area's high-tech industries.

Recommendations & Strategies

► **Recommendation 1:** Explore strategies to increase long-term station area transit ridership

Implementation Actions: TR-18, TR-19

Station Area

- 12th Street
- Shiloh Road

The Silver Line station areas present significant opportunities to increase transit ridership, connecting new visitors, residents, and workers to east Plano. Effective coordination between DART and the City of Plano is essential to develop transit policies and services that foster long-term positive ridership trends. Growth in transit ridership is supported by the increase in housing, employment, and amenities within the transit-oriented development areas, and higher ridership levels can contribute to more sustainable growth, reduced traffic congestion, and improved air quality.

Strategy #1: Evaluate existing fixed-route DART bus service.

The first step in enhancing ridership is to evaluate and align existing fixed-route DART services with the new Silver Line stations. Currently, DART provides two nearby fixed routes (Route 236 and Route 247) serving Downtown and east Plano. Route 236 travels east/west from the Downtown Plano DART station along 15th Street and could provide a direct connection between the 12th Street Station and the Collin Creek redevelopment area. The 2022 *DART Service Area Streetcar Feasibility Report* recommended a streetcar route between the 12th Street Station Area and Collin Creek, which should be considered as a long-term strategy.

Route 247 primarily travels on Jupiter Road and 14th Street. This route could also be considered for a direct connection to the 12th Street Station

Strategy #2: Increase frequency for rail and/or bus service.

Promoting quality frequency levels for both rail and bus services is crucial to attracting and retaining riders. Plano should continue ongoing communication with DART to ensure that frequency levels meet the needs of riders. DART regularly reviews the efficiency of its services and implements changes to improve them. The recent DARTzoom Bus Network plan has focused on increased frequency, reduced travel time, and improved service hours. This approach should continue to be prioritized for Plano, as convenient and flexible transit service options will contribute to increased ridership, supporting both DART's and the City of Plano's goals.



DART light rail and bus service

Current and expected service frequencies for the station areas are below:

Frequency (minutes)	Bus Routes	Red/Orange Line Light Rail	Silver Line Commuter Rail (Expected)
Peak Times	30	15	30
Midday	40	20	60
Off-Peak	60	30	60

Source: DART, 2024

Strategy #3: Investigate free or reduced fare zones for the Silver Line Station Areas.

Another strategy to increase ridership is to investigate the use of discounted or free fare zones around the Silver Line station areas. In coordination with DART, the fare system should be designed to incentivize ridership for those living or working near the station sites while allowing riders to travel throughout the broader DART system. This approach could include partnership with property and business owners to offer reduced or free transit passes to tenants and employees.

Recommendations & Strategies

- ▶ **Recommendation J:** Develop and implement a strategic parking plan to support anticipated growth

Implementation Actions: TR-20, TR-21, TR-22, TR-23

Station Area

- ☑ 12th Street

As the 12th Street Station Area evolves, mixed-use developments will become more prevalent, leading to more efficient land use patterns that can rely on a combination of shared on-street and off-street parking supplies. A strategic parking plan should be developed to study and establish the long-term parking needs for Downtown and the 12th Street Station areas.

Strategy: Develop strategic parking plans within the 12th Street Station Area.

This strategy includes four primary components:

1. Assess current parking supply and occupancy trends

- ▶ Create a detailed inventory of all available parking spaces
- ▶ Conduct occupancy surveys at various times of day and week
- ▶ Analyze parking turnover rates
- ▶ Seek public feedback

2. Assess future conditions and growth of the 12th Street station area.

- ▶ Conduct an analysis of land use plans, zoning regulations, and upcoming development projects to consider potential increased residential density, the introduction of new commercial and retail spaces, and the impact of mixed-use developments
- ▶ Account for the potential impacts of transit ridership, including service changes and demand for long-term parking options to accommodate travel to DFW Airport

3. Identify potential sites for future public parking to serve future redevelopment.

- ▶ Evaluate various locations based on their proximity to key destinations, availability of space, and compatibility with existing and future land uses
- ▶ Conduct site analyses to determine the most strategic locations for new parking facilities, considering factors such as accessibility, visibility, and integration with public transportation networks
- ▶ Incorporate public parking into future developments through shared parking agreements or designating

portions of structured parking for public use can be an effective strategy

- ▶ Transition public surface parking areas to other uses over time, ensuring these sites are assembled in a way that supports future development



Downtown Plano public parking garage

4. Consider parking management strategies to maximize access and utilization.

- ▶ Reduce off-street parking requirements for new developments
- ▶ Implement shared parking strategies
- ▶ Establish parking incentives
- ▶ Employ smart parking technologies



Parking management strategies (e.g., time limits)

Recommendations & Strategies

► Recommendation K: Enhance bicycle connectivity and safety

Station Area

☑ 12th Street

Implementation Actions: TR-8, TR-9

Currently, the 12th Street Station Area features five designated on-street bike routes but lack shared-street markings or dedicated bike lanes. Additionally, the future Cotton Belt Trail and the existing Sanders Trail, two main off-street regional trails, will provide important bicycle connections to the station area, forming a foundation to expand the network.

Existing on-street bike routes can be upgraded from shared bicycle lanes to dedicated lanes, and low-traffic, low-speed streets can be redesigned as bicycle boulevards to improve shared lane travel. Additionally, bike storage and other amenities can be expanded within Mixed-Use land use areas, prioritizing wider sidewalks and curbside/flex zones to accommodate bike parking, further encouraging cycling in the area.

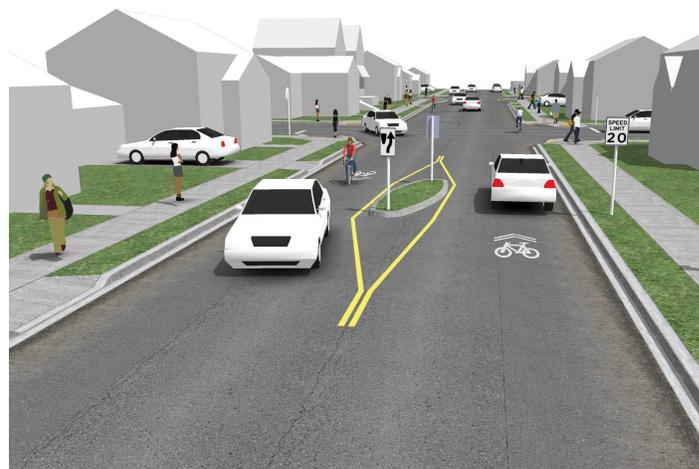
Strategy : Develop a bicycle network that provides safe, convenient, and connected routes.

- Implement bicycle boulevards on low-traffic/low-speed streets.

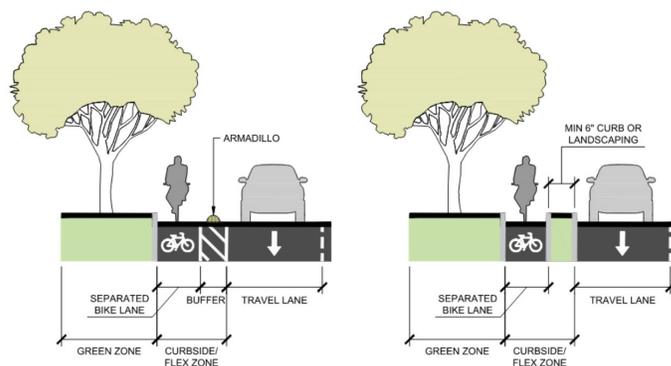
Bicycle boulevards feature signage, markings, and traffic-calming elements that give travel priority to bicyclists, discourage through trips by vehicles, and create a safe and appealing environment for cyclists by reducing vehicle speeds and volumes. Wayfinding signage and pavement markings provide a strong visual identity to the street, indicating its designation as a bicycle-priority corridor. Future residential local streets in the area, like those in the Transit Residential Village, are also recommended as extensions of the bicycle boulevard network to provide connections to other bicycle facilities, such as the Cotton Belt Regional Trail.

- Provide on-street dedicated bicycle lanes in mixed-use development areas.

Dedicated bicycle facilities are appropriate within Mixed-Use Context land use areas, specifically Transit Center Mixed-Use and Transitional Mixed-Use. In these contexts, on-street buffered bicycle facilities are recommended on F Avenue, 10th Street, and Executive Drive. On higher-volume and higher-speed streets, buffered bike lanes are recommended to separate bicycle traffic from motor vehicle traffic, enhancing safety and comfort.



Bicycle Boulevard; Source: NACTO



Examples of on-street dedicated bicycle lanes; Source: Plano Street Design Standards

- ▶ Develop strategic trail connections.

New trails should be developed to connect the station area to nearby areas and destinations, such as a shared-use path to the Collin Creek Mall redevelopment site, as proposed in the *Parks, Recreation, Trails, and Open Space Master Plan (2023)*. Additionally, future road connections within Mixed-Use areas could extend shared-use path connections to the broader bicycle network. Private developments adjacent to shared-use trails should provide direct connectivity to promote bicycle-friendly development patterns.

- ▶ Ensure adequate bicycle parking amenities.

Future redevelopment projects should integrate bicycle storage solutions to facilitate easy and secure parking for cyclists.

Typical design considerations for bicycle parking amenities include:

- ▶ **Pedestrian Pathways:** Install bike racks in locations that do not obstruct sidewalks, maintaining clear pathways for pedestrians.
- ▶ **Visibility and Lighting:** Place racks and storage facilities in well-lit, visible areas to ensure safety and security.
- ▶ **Vehicle Access:** Position racks to avoid conflicts with motor vehicle passengers getting in and out of cars.
- ▶ **Bike rack:** appropriate space should be made to maintain adequate space for pedestrians and to limit obstructions.



*US 75 trail bridge concept
(Example: Northaven Trail, Dallas)*



Bicycle parking

Recommendations & Strategies

- ▶ **Recommendation L:** Prioritize pedestrian safety and connectivity to create a walkable environment

Implementation Actions: TR-7, TR-11, TR-12

Station Area

- ☑ 12th Street
- ☑ Shiloh Road

The 12th Street Station Area benefits from a generally well-connected sidewalk network, however, there are areas with older, narrower sidewalks that lack typical design features promoting pedestrian comfort.

Additionally, the Shiloh Road Station Area lacks a well-connected pedestrian network. The streets in the area are typical of a suburban residential and commercial block pattern, characterized by large blocks, cul-de-sacs, and limited connections. The current street network limits convenient pedestrian movement across the area, affecting overall walkability.

Strategy #1: Implement safety improvements at key intersections within the 12th Street Station Area.

Intersection enhancements should be prioritized at key locations along wide thoroughfares to create safe and comfortable pedestrian crossings. Strategies such as median refuge islands and curb extensions can significantly improve pedestrian safety. Additionally, ensuring proper lighting and visibility at these intersections is essential for safety, especially during low-light conditions.

Intersection safety improvements should be considered at the following locations:

10th Street & K Avenue

A signal at this intersection may not be appropriate due to high traffic volumes on K Avenue and its proximity to other signals. Instead, consideration should be given to:

- ▶ A midblock crossing south of this intersection;
- ▶ Enhanced crosswalks with curb extensions across 10th Street; and
- ▶ Upgraded sidewalks along K Avenue.



Enhanced crosswalks



Median refuge islands

Plano Parkway & K Avenue

- ▶ Wide and enhanced crosswalks across both K Avenue and Plano Parkway; and
- ▶ Median refuge islands on both K Avenue and Plano Parkway.

Executive Drive & Plano Parkway

- ▶ Providing wide and enhanced crosswalks across Executive Drive and Plano Parkway; and
- ▶ A median refuge island on Plano Parkway.

Strategy #2: Create accessible and comfortable pedestrian pathways within the 12th Street Station mixed-use areas.

A well-designed pedestrian network should prioritize direct and convenient pathways that are clearly marked, well-lit, and equipped with essential amenities such as sidewalks, curb ramps, crosswalks, signage, and street lighting. These features contribute to pedestrian safety and comfort, encouraging more people to choose walking as a mode of transportation.

There are also opportunities to promote pedestrian-friendly environments through private developments. Redevelopment standards should encourage the integration of pedestrian-friendly pathways through thoughtful design elements public access. Additionally, shared streets or paseos offer innovative solutions for creating pedestrian-priority areas within mixed-use developments.



Pedestrian-oriented street elements: wide sidewalk, seating, lighting



Shared street example



Paseo (pedestrian-only pathway)

Strategy #3: Implement safety improvements at key intersections in the Shiloh Road Station Area.

Intersections pose the highest risk to pedestrians and should be prioritized for safety enhancements. Specific safety measures at intersections should increase pedestrian visibility to motorists.

14th Street and Shiloh Road

At the intersection of 14th Street and Shiloh Road, essential pedestrian safety measures are already in place, including pedestrian-activated signals and marked crosswalks. However, other enhancements may be feasible including pedestrian refuge islands and enhanced lighting.

In addition to improving pedestrian safety, intersection enhancements can also be used to create a greater sense of place, especially considering that this intersection serves as a key gateway for the area. Design elements such as stamped concrete, decorative crosswalk patterns, or landscaped medians can be incorporated to enhance aesthetics and establish a distinct identity for the intersection.

Plano Parkway and Shiloh Road

Similar to the 14th Street and Shiloh Road intersection, the intersection of Plano Parkway and Shiloh Road should be enhanced to increase visibility for pedestrians and increase safety. In addition, this intersection offers opportunity for placemaking through distinct pavers, painting, or stamped concrete.

This intersection should be evaluated to incorporate a shared-use path along Shiloh Road. Additional consideration should be made to support additional off-street bicycle activity in proximity to the intersection.

Strategy #4: Prioritize an enhanced mid-block crossing on Shiloh Road.

With the addition of the Shiloh Road Station, there is anticipated to be a heightened demand for pedestrian crossings across Shiloh Road. Given the limited opportunities to cross Shiloh Road near the station site, implementing a signalized mid-block crossing is recommended to provide safe and convenient pedestrian access. This recommendation aligns with the trail crossing recommendations from the *NCTCOG Cotton Belt Trail Pedestrian Crossing* study.



Decorative intersection treatment



Shared-use path intersection treatment



Mid-block crossing

Recommendations & Strategies

- **Recommendation M:** Utilize mixed-use street design principles to promote a well-connected internal street network and support development goals

Implementation Actions: TR-1, TR-5

Station Area

- ☑ Shiloh Road

The Shiloh Road Station Area's street network reflects a suburban development pattern characterized by curvilinear streets and cul-de-sacs in residential zones, and large blocks in commercial areas. On-street parking is supported on most residential local streets but is often unmarked and limited. Commercial areas along 14th Street typically lack internal local streets and are supported by private drives and surface parking. The rail line further restricts connectivity, creating a division between the predominantly residential northern section and the light industrial southern section. These conditions present both challenges and opportunities for enhancing street design and connectivity as areas nearest the Mixed-Use Activity Hub redevelop.

Strategy #1: Expand street connectivity in mixed-use areas.

Enhancing street connectivity should focus on expanding the network within mixed-use redevelopment zones. The aim is to create a more well-connected pattern of internal streets that support a walkable character with wide sidewalks, on-street parking, and street trees. This approach aligns with the defining elements of the Mixed-Use Activity Hub land use area.

As properties redevelop, it is essential to extend existing streets where possible, prioritizing block lengths of approximately 400 feet. For example, extending streets like Geomap Lane westward to connect with Shiloh Road can provide alternate internal connectivity and site access options.



Internal mixed-use site street connectivity

Strategy #2: Evaluate and accommodate on-street parking needs on residential streets.

Hillridge Drive and Del Sol Drive, currently constructed as typical residential local streets with 50 feet of right-of-way, face challenges due to high parking demand. These streets border single-family and multifamily neighborhoods, and on-street parking (now restricted to one side) makes it difficult for vehicles to navigate and pass each other due to the narrow travel lanes.

Redesigning Hillridge Drive and Del Sol Drive using a Mixed-Use local street design with a wider right-of-way could effectively address these issues. This approach would create dedicated parking lanes on both sides of the street, ensuring smoother traffic flow and accommodating additional spaces for parking. Additionally, this design could incorporate street trees and wider sidewalks which would not only improve the aesthetic appeal but also enhance the residential character of the area.



Residential street with dedicated on-street parking; Source: NACTO

Recommendations & Strategies

- **Recommendation N:** Provide additional pedestrian connections to improve transit access to businesses

Implementation Actions: TR-13

Station Area

- Shiloh Road

The development pattern near the future Shiloh Road Station currently features sidewalk connectivity along most public streets but often lacks internal sidewalk connectivity within large commercial properties. This layout creates long and disjointed routes for pedestrians between building entrances and the station area. Establishing pedestrian connections within existing properties to the Shiloh Road station site is essential to cultivate a walkable, transit-oriented development area.

Strategy: Coordinate with private property owners and businesses to develop pedestrian pathways to the Shiloh Road Station site.

The city should engage in collaborative efforts with property owners and businesses in the vicinity to establish pedestrian pathways on their properties.

Coupled with private investment and city funding, partnerships with entities like DART or the NCTCOG could present opportunities to secure additional funding for these improvements. By leveraging resources and expertise from external partners, the city can enhance its capacity to fund and implement pedestrian pathway projects effectively. These pathways should adhere to typical design standards and may benefit from amenities such as signage and lighting to ensure their visibility and usability. These pedestrian pathways should connect to the public sidewalk network and other existing pathways within each site.



Internal pedestrian pathways between businesses and transit station

Recommendations & Strategies

- **Recommendation 0:** Promote development of additional public open spaces to support anticipated residential growth

Implementation Actions: OS-1, OS-2, OS-3

Station Area

12th Street

The 12th Street Station area lacks sufficient publicly accessible open space, parks, and recreational sites. While the Douglass Neighborhood is served by the Douglass Community Center and Stimpson and Drake Park, there are no existing park spaces outside of Douglass to serve the anticipated redevelopment areas near the station. The development of special area parks, reflecting the needs of a TOD setting, is advised to enhance the overall Downtown and station area open space network.

Strategy #1: Evaluate potential open space sites in the 12th Street Station Area for a future special area park.

Evaluating potential open space sites within the 12th Street Station Area is a critical first step. Potential sites should be evaluated based on criteria such as parcel size, location, and accessibility. Sites that are centrally located, are sized appropriately, are easily accessible from residential and mixed-use developments, and have proximity to the station should be prioritized. A minimum of 4 acres is recommended to offer spaces large enough for community activities, events, and recreation, complementing the activities that regularly occur in Haggard Park. However, smaller sites may be considered for specific-use park or plaza sites.

Strategy #2: Plan and develop a multi-purpose park to support future 12th Street area growth.

Once a suitable site is selected, the city should work to acquire the land or negotiate a long-term lease with the landowner to secure space for a multi-purpose park. Developing the park design should include engaging local stakeholders to understand priority needs, ensuring the park becomes an attraction for both daily use and special occasions. Design priorities should emphasize accessibility, signature features, a mix of green spaces and hardscapes that support a range of activities, and connections to the Cotton Belt Trail or other area bikeways. The design should prioritize flexibility for a range of uses, making it a focal point for both daily use and special occasions.



Public plaza concept (Example: CityLine Plaza, Richardson)



Town square park concept (Example: Main Street Garden Park, Dallas)

Strategy #3: Incorporate functional public open spaces into larger redevelopment projects.

To support the provision of adequate public open space, the city should require large-scale mixed-use developments to incorporate functional public open space such as parks, plazas, or gathering spaces that are accessible to the general public and can be directly accessed from a public street or pathway.

Public-private partnerships should be considered to support the creation of larger, unique open space concepts integrated with adjacent business and retail areas. These partnerships can result in well-designed parks, courtyards, plazas, dining areas, and outdoor gathering spaces that serve the public while being maintained by private entities.

Recommendations & Strategies

- **Recommendation P:** Transform J Place into a shared street to provide an enhanced pedestrian connection

Implementation Actions: OS-4, OS-5

Station Area

12th Street

J Place south of 14th Street is a typical vehicle-oriented commercial alley without sidewalks. It is situated such that it could be adapted into a unique pedestrian-focused shared street connection between the 12th Street Station and 14th Street. Shared streets are designed to prioritize pedestrians while allowing vehicles to move at very low speeds and often feature unique paving materials, greenery, and street furniture that creates a welcoming environment for pedestrians. J Place north of 14th Street has already seen pedestrian accessibility improvements, including a pedestrian crossing at 14th Street. The transformation of the remaining portion of J Place would provide a direct, inviting pathway, seamlessly connecting Downtown to the future station area.

Strategy #1: Explore shared street design solutions for J Place.

The shared street design should incorporate elements such as pedestrian-scale lighting and paving materials that create a comfortable and inviting atmosphere. The integration of patio dining areas and secondary business entries can help activate the street, promoting an engaging public realm.

Implementing the shared street could be achieved in phases, starting with a pilot project or temporary installations to test design concepts and gather feedback. This phased approach would allow for refinements to be made based on community input, leading to a final design that reflects the preferences of the station area's stakeholders. The ultimate design should consider appropriate pavement design techniques to

clarify travel space and flow for both motorized vehicles and pedestrians. Traffic calming features, such as speed humps or raised crosswalks, along with bollards, may be necessary to maintain slow travel speeds and enhance pedestrian comfort.

Strategy #2: Explore public plazas and open space to supplement shared street space.

Future redevelopment along J Place also presents an opportunity to integrate the shared street into a public plaza or open space, serving as a focal point for social activities, with businesses benefiting from increased foot traffic. This plaza area could facilitate outdoor dining, community events, and other public gatherings, contributing to the area's vibrancy.



Plaza and seating areas integrated into adjacent development



Active shared street (Example: Cady's Alley, Washington, D.C.)

Recommendations & Strategies

► Recommendation Q: Upgrade streetscapes with pedestrian-oriented improvements

Station Area

 12th Street

Implementation Actions: OS-7

There is a significant opportunity to upgrade existing streets within the station area to be more pedestrian-friendly. Currently, most streets south of 14th Street have only narrow sidewalks and minimal street trees, which are typical of the predominantly commercial and auto-related development pattern in the area. In contrast, north of 14th Street, streetscape improvements are attractive for pedestrian activity, particularly along K Avenue, 15th Street, and 14th Street. The enhanced pedestrian environment in these areas includes wider sidewalks, pedestrian-scale lighting, street trees, and amenities that make walking both enjoyable and safe.

To make the station area more accessible, walkable, and unified, similar streetscape improvements should focus on improving sidewalk conditions, lighting streets to minimize dark areas, and incorporating elements such as street trees and seating.

Strategy #1: Enhance streetscapes depending on street activity and purpose.

Primary Streetscape Improvements

Streetscape improvements should prioritize major corridors closest to the station, specifically in the Transit and Main Street Mixed-Use areas. These areas are expected to experience high levels of pedestrian activity.

Streetscape enhancements should include:

- Wide Sidewalks
- Landscaping
- Street Lighting
- Seating
- Wayfinding Signage

Secondary Streetscape Improvements

For streets further from the 12th Street Station, such as those located in the Transitional Mixed-Use and Evolving Industry areas, street design should still prioritize essential pedestrian comfort and visibility. Although these areas may have lower pedestrian activity, elements like wide sidewalks, street trees, and on-street parking can still contribute to a pleasant and safe pedestrian experience, enhancing the overall streetscape.

Pedestrian-Oriented Streetscape Examples:



Recommendations & Strategies

- ▶ **Recommendation R:** Enhance district character through entry features and placemaking amenities

Implementation Actions: OS-8, OS-9, OS-10, OS-11

Station Area

- 12th Street

The 12th Street Station Area currently lacks cohesive district branding and identity, with minimal features that identify the entrance to the station area. There are opportunities to enhance the unique character of the area while developing its own strong identity.

Thoughtfully implemented amenities provide strong and cohesive visuals that connect to the overall brand of the area. Gateway improvements, monumentation, banner signage, and enhanced aesthetics within the station area can contribute to a strong sense of place, letting visitors know that they have arrived at the station area and can help create a positive first impression of the district and reinforce the area's identity.

Strategy #1: Develop district placemaking guidelines.

To ensure cohesive and impactful improvements, placemaking guidelines should be created before implementing enhancements in the station area. These guidelines will define the desired character and identity of the 12th Street Station Area and should outline specific colors, fonts, and styles for monuments, signage, banners, and other elements to create a unified visual identity.

Key components may include:

- ▶ Establishing a color palette and typography consistent with the area's branding.
- ▶ Designing cohesive street signage, banner signs, and public art installations.
- ▶ Creating standards for monumentation and other amenities to be easily identifiable as part of the 12th Street Station Area.
- ▶ Build upon priority design themes selected during the DART Art & Design Committee process. Design themes for the aerial station included a wave design to reflect wind dominating the Texas prairie and themes for the at-grade station included industry/machinery.

Strategy #2: Prioritize locations for gateway improvements.

Strategically placed gateways and associated improvements can create inviting and memorable entry points into the 12th Street Station Area, signaling arrival and reinforcing the district's identity.

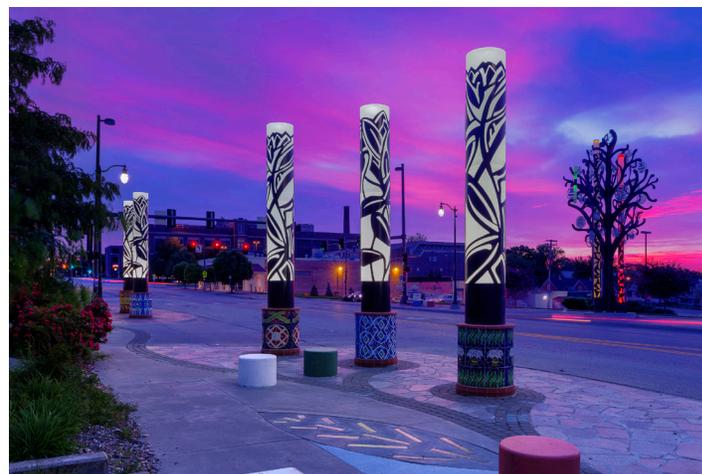
Gateway improvements may include:

- ▶ Monumentation, public art, and wayfinding signage to welcome visitors and inform them of upcoming amenities.
- ▶ Streetscape elements such as banners, street sign toppers, and distinctive street sign designs to contribute to the sense of place.

Placemaking Feature Examples:



District monumentation entry signage



Gateway identity features

Strategy 3: Establish bold and distinctive public art to define the district.

Public art also plays a significant role in defining district identity and creating memorable landmarks. Interesting, bold, and distinctive public art should be considered at key locations to serve as district-defining features.

To enhance the district identity, various types of public art can be incorporated:

- ▶ Large-scale sculptures to serve as iconic landmarks, creating focal points for visitors.
- ▶ Murals to add color and vibrancy, reflecting the community’s identity and telling its stories.
- ▶ Interactive Art Installations: Art pieces that encourage public interaction, promoting social engagement and adding a dynamic element to public spaces.
- ▶ Temporary Art Exhibits: Rotating or seasonal art displays keep the area fresh and provide opportunities for various artists to showcase their work.



Bold and distinctive public art

Selecting sites and types of public art should prioritize highly visible locations like major intersections, gateways, and public open spaces for maximum impact. The art should reflect the local character of the 12th Street Station Area and community input. Art installations should seamlessly integrate with existing streetscape elements, avoiding obstructions to pedestrian or vehicular traffic. Collaboration with private developers, businesses, and local artists, along with exploring grants and sponsorships, can support the funding and creation of these installations.

Strategy #4: Elevate aesthetics and character of highly-visible corridors.

Major streets in the station area should be enhanced to improve aesthetics and character while addressing mobility and safety goals. Elevating the aesthetics and character of intersections, medians, and parkways can create a more attractive and cohesive environment, contributing to the district’s identity and overall appeal.

Key enhancements may include:

- ▶ Burying utilities to reduce visual clutter.
- ▶ Designing enhanced landscaping to create attractive areas adjacent to the street that remain visually appealing year-round.
- ▶ Incorporating alternate paving materials or distinctive crosswalk designs to add visual interest and defined pedestrian spaces.



Enhanced street aesthetics on major corridors

Recommendations & Strategies

► Recommendation S: Expand and enhance open spaces in the Shiloh Road Station Area

Station Area

Shiloh Road

Implementation Actions: OS-3, OS-6

The Shiloh Road Station Area faces challenges in providing adequate open spaces due to its primarily commercial land use composition. With limited public parks and a lack of prioritization for public open space in surrounding commercial developments, the area lacks communal gathering spots and green areas for residents and visitors to enjoy. The existing Shoshoni Park north of 14th Street supports the open space needs of adjacent neighborhoods, but suffers from limited pedestrian connectivity. However, there is potential to embed functional public open spaces within future mixed-use redevelopment. By strategically incorporating open spaces into future development sites, the station area can better support the recreational needs of its residents and bolster a sense of community and place.

Strategy #1: Enhance existing public open spaces and bolster connections to surrounding neighborhood.

Shoshoni Park should be strategically considered for improvements such as enhancing pedestrian connections and implementing necessary infrastructure upgrades. This includes the prioritization of sidewalk connectivity gaps, as well as the installation of crosswalks at key intersections to facilitate safer pedestrian crossings.

Strategy #2: Require functional open spaces within future mixed-use developments.

Future mixed-use development within the station area should provide functional public open spaces as integral components. These spaces should be thoughtfully designed to accommodate a variety of activities and serve as community amenities. These open space areas should consider features such as seating, public art, and green areas to create inviting environments that enhance the surrounding development. This strategy is most applicable to future redevelopment within Mixed-Use Activity Hub areas.

Examples of functional open space within development:



Recommendations & Strategies

- ▶ **Recommendation T:** Establish a distinctive visual identity for the Shiloh Road Mixed-Use Activity Hub area

Implementation Actions: OS-9, OS-11, OS-12

The Shiloh Road Station Area, and specifically the retail and commercial hub immediately north of the station at the intersection of Shiloh Road and 14th Street, lack a cohesive and attractive visual identity to give the area a strong sense of place. A strategic approach to improving the look and feel of this area is needed to encourage economic development and support an active, pedestrian-friendly environment. Developing updated development design standards and introducing station area identification improvements could significantly enhance the area's appeal, making it more recognizable and attractive to residents, visitors, and businesses.

Strategy #1: Create cohesive streetscape and design standards for the district

This strategy aims to establish a consistent level of quality for the look and feel of the planned mixed-use area north of the Shiloh Road Station. These standards should provide a flexible guide for future development and revitalization of the area, enhancing the pedestrian experience and fostering a cohesive, attractive environment that reflects the station's role as a key transit and activity hub.

Guidelines should be developed that consider the following elements:

- ▶ **Site Design Standards:** Encourage developments to orient main entrances and active uses like retail and dining toward internal streets or open spaces, creating building frontages that enhance visibility and engage pedestrians. Incorporate plazas, pocket parks, and outdoor seating areas within site designs to foster social interaction. Large surface parking areas should be minimized or placed behind buildings to minimize prominence from adjacent streets, while ensuring vehicular access points do not disrupt pedestrian access or safety.
- ▶ **Streetscape Standards:** Create streetscape guidelines that prioritize pedestrian comfort and safety by incorporating wide sidewalks, pedestrian lighting, street furniture, and other amenities. Ensure streets are inviting with tree-lined corridors and enhanced crosswalks that facilitate connections between businesses, public spaces, and transit.



Site design standards that encourage areas designed to foster social interaction



Streetscape standards to prioritize pedestrian comfort and safety

- ▶ **Landscaping and Open Spaces:** Establish guidelines for integrating green spaces and public open areas into future redevelopment to enhance the aesthetic appeal and create attractive, inviting spaces that foster social interaction and community engagement. Landscaping elements should serve a functional purpose by improving pedestrian comfort through the provision of shade, greenery, and a strong sense of place. Native and drought-resistant plant species should be encouraged to ensure long-term sustainability and reduced maintenance needs.

- ▶ **Sustainability and Maintenance:** Consider the long-term sustainability and maintenance of design features. This includes selecting durable materials, incorporating green infrastructure, and planning for regular upkeep to ensure the area remains attractive and functional over time.

Strategy #2: Prioritize identity improvements at major station area entry points

This strategy focuses on enhancing the visual identity of key entry points, creating a strong sense of arrival to the Station Area and the Mixed-Use Activity Hub. A potential approach could be to align visual identity improvements with the Shiloh Road Station’s art and design theme of electricity, technology, and industry.

Following DART’s Art & Design Committee coordination, the Shiloh Road Station should incorporate pop art with an industrial aesthetic, prominently featuring an electrical plug structure running from the nearby substation. Building on this theme, entry signage, monumentation, and streetscape elements could reflect this industrial and technology-focused aesthetic, creating a distinctive and memorable identity for the Mixed-Use Activity Hub. Projects may include unique signage, public art, and lighting elements inspired by the station’s design.

City-led implementation of these visual enhancements at key entry points can help stimulate further private development and investment. By setting a standard for the area’s aesthetic quality, the city can create a welcoming and engaging arrival experience that encourages additional revitalization. These enhancements will also act as a northern entry point to the Research/Technology District, and help unify the visual character of the area, making it more appealing to businesses and visitors.



Shiloh Road Station art & design concept (Source: DART)



Shiloh Road Station art & design concept (Source: DART)



Station area monumentation and district identity features that build on the Silver Line theme of power and technology

IMPLEMENTATION ACTIONS

IMPLEMENTATION ACTIONS

The Implementation Actions chapter outlines the key actions necessary to achieve the Plan's vision and recommendations. Serving as a practical roadmap, it provides a clear checklist to guide the Plan's execution and ensure its success.

Land Use

Actions related to land use/zoning/development standards, community design guidelines (private development), economic development, neighborhood enhancement/preservation.

Zoning and Development Standards

These actions include regulatory adjustments to support land use mix, scale, and development character represented in the Land Use Vision.

Action	Implementation Action	Applicable Station Area
LU-1	Update the Comprehensive Plan Future Land Use Map to integrate the vision and recommendations of the Silver Line Station Areas Plan.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-2	Monitor market trends and review the plan regularly, making revisions as necessary to ensure it remains relevant with changing economic conditions while also staying aligned with the needs and preferences of the community.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-3	a. Align zoning designations with the vision and policies of the Land Use Vision. b. Propose amendments to the zoning ordinance to create new zoning districts, modify existing ones, or develop TOD overlays to better align with the desired land use mix and development intensity of the proposed development types.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-4	Conduct a land use analysis to identify affected nonconforming uses and explore potential support options to mitigate adverse effects. Potential support could include options to assist in the relocation of nonconforming uses to areas that are more aligned with the specific use.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-5	a. Establish a zoning district or overlay specifically for the Transit Center Mixed-Use area to prioritize highly walkable development and activity that supports transit ridership. b. Develop zoning criteria that allows height bonuses for development that contributes to desired development goals when providing affordable housing units, public structured parking, or other design enhancements.	<input checked="" type="checkbox"/> 12th Street
LU-6	Develop and implement a new or modified zoning district for the Transit Residential Village as an area that accommodates a mix of moderate-density housing types, including small-lot single-family detached homes, townhomes, duplexes, and quadplexes. Consider appropriate residential transition requirements for adjacent development, such as height limitations or upper story step back requirements.	<input checked="" type="checkbox"/> 12th Street

Action	Implementation Action	Applicable Station Area
LU-7	Prioritize the Evolving Industry area as an area that supports creative industries and innovative businesses. Review and revise zoning regulations for the Evolving Industry area to accommodate a diverse mix of creative industries and innovative businesses.	<input checked="" type="checkbox"/> 12th Street
LU-8	Consider development standards that support Transitional Mixed-Use areas by encouraging a mix of residential and non-residential uses with moderate scale and intensity, providing a transition between the station area center and other nearby development areas.	<input checked="" type="checkbox"/> 12th Street
LU-9	Review and implement adjustments to zoning boundaries for Light Industrial to create an appropriate transition from mixed-use plan areas.	<input checked="" type="checkbox"/> 12th Street
LU-10	Establish a zoning district or overlay specifically for the Mixed-Use Activity Hub to prioritize a walkable and inviting neighborhood-scale activity center.	<input checked="" type="checkbox"/> Shiloh Road
LU-11	Evaluate reduced parking requirements for transit-oriented development areas to reduce surface parking and promote walkable site design.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

[Economic Development Strategies](#)

These actions include financial tools and other strategies to support redevelopment that reflects the Land Use Vision.

Action	Implementation Action	Applicable Station Area
LU-12	Utilize Tax Increment Finance (TIF) funds and other financing tools for public infrastructure improvements and other economic development projects to encourage economic reinvestment in the station area.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-13	Collaborate with local business associations and economic development organizations to identify opportunities for diversifying business types and attracting establishments that operate beyond traditional business hours, such as restaurants and entertainment venues.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-14	Consider the establishment of business incubators or innovation hubs to provide support services and resources to local entrepreneurs and startups.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-15	Provide financial incentives for developers engaged in the adaptive reuse and repurposing of existing older properties to offset the higher costs associated with revitalizing older buildings.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-16	Consider offering financial incentives to property owners/developers within the Mixed-Use Activity Hub who commit to revitalizing or redeveloping existing retail sites that meet designated mixed-use design criteria.	<input checked="" type="checkbox"/> Shiloh Road

[Community Design](#)

These actions direct the creation of design guidelines to support the various land use contexts and development/redevelopment goals of station areas.

Action	Implementation Action	Applicable Station Area
LU-17	Implement CPTED principles in existing and future developments.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-18	Develop and implement TOD design guidelines that support development characteristics oriented toward transit use. Guidelines should consider elements such as building orientation, façade treatments, pedestrian amenities, public spaces, and transit access to guide the development of mixed-use projects in the area.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-19	Develop design guidelines that establish appropriate standards for site layout, building orientation and form, access, and other character defining elements that foster an active street environment.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-20	Develop design standards that support smaller-scale and infill mixed-use development applicable to the Main Street Mixed-Use area.	<input checked="" type="checkbox"/> 12th Street
LU-21	Develop design guidelines for mixed-use development within the Mixed-Use Activity Hub to ensure compatibility with surrounding neighborhoods.	<input checked="" type="checkbox"/> Shiloh Road
LU-22	Develop and promote adaptive reuse design strategies in alignment with TOD and mixed-use development objectives.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

[Neighborhood Enhancement/Preservation](#)

These actions aim to support desired character in existing neighborhoods while providing opportunities for growth.

Action	Implementation Action	Applicable Station Area
LU-23	Develop and implement design guidelines that facilitate compatible infill development and ensure new development respects the character and scale of surrounding single-family neighborhoods.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-24	Implement height transition standards for mixed-use development areas adjacent to the Douglass Neighborhood to ensure that new construction maintains appropriate transitions in building height and bulk.	<input checked="" type="checkbox"/> 12th Street
LU-25	Explore opportunities to incentivize developers to allocate a certain percentage of units within new residential developments for affordable housing, ensuring that a mix of housing options is available to residents across different income levels within proximity to transit.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

Transportation

Actions related to street design & connectivity, safety, multimodal connections (bicycle, pedestrian & transit), transit access/ridership, parking.

Street Design and Connectivity

These actions support a well-connected multimodal street network.

Action	Implementation Action	Applicable Station Area
TR-1	Prioritize the creation of new internal street connections as mixed-use properties redevelop to establish a more pedestrian-friendly grid, in alignment with the city's Subdivision Ordinance and block length standards.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-2	Prioritize K Avenue between 14th and 10th Street as a Mixed-Use street design pilot project for the station area. This project should focus on evaluating and implementing design enhancements that promote walkability and create a more inviting street environment as a catalyst for further development in the area.	<input checked="" type="checkbox"/> 12th Street
TR-3	Upgrade F Avenue between Southwestern Avenue and Plano Parkway to support a mixed-use and multimodal context.	<input checked="" type="checkbox"/> 12th Street
TR-4	Upgrade N Avenue to a Type E Major Collector from 14th Street south to President George Bush Turnpike.	<input checked="" type="checkbox"/> 12th Street
TR-5	Evaluate design improvements for Hillridge Drive and Del Sol Drive that include dedicated on-street parking lanes to accommodate safe and efficient parking needs.	<input checked="" type="checkbox"/> Shiloh Road

Safety

These actions prioritize safe streets and intersections for all users.

Action	Implementation Action	Applicable Station Area
TR-6	Implement traffic calming improvements in neighborhoods with highest cut-through traffic and issues with speeding vehicles, where appropriate.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-7	Implement traffic and pedestrian safety improvements at key intersections.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

Multimodal Connections

These actions support and expand bicycle and pedestrian activity in the station areas.

Action	Implementation Action	Applicable Station Area
TR-8	Evaluate and implement on-street bicycle facility improvements to enhance connectivity to transit stations, the Cotton Belt Trail, and key destinations within the station area.	<input checked="" type="checkbox"/> 12th Street
TR-9	Implement bicycle boulevards on low-traffic/low-speed residential streets.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-10	Require future development projects to include adequate on-site bicycle parking amenities and pathway access to support cycling as a convenient mode option.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-11	Consider establishing designated pedestrian zones or shared streets within the station area, where vehicle access is restricted or limited, to create safe pedestrian-friendly environments conducive to outdoor dining, public gatherings, and community events.	<input checked="" type="checkbox"/> 12th Street
TR-12	Evaluate an enhanced mid-block pedestrian crossing on Shiloh Road.	<input checked="" type="checkbox"/> Shiloh Road
TR-13	Coordinate with private property owners and businesses to develop pedestrian pathways to the Shiloh Road Station site.	<input checked="" type="checkbox"/> Shiloh Road
TR-14	Explore strategic trail connections to link the station area with surrounding activity centers, such as a shared-use path connecting to the Collin Creek Mall redevelopment site. (This action is in alignment with the US Highway 75 trail crossing recommendation in the Parks, Recreation, Trails, and Open Space Master Plan.)	<input checked="" type="checkbox"/> 12th Street

Transit Access/Ridership

These actions aim to increase long-term transit ridership in the station areas.

Action	Implementation Action	Applicable Station Area
TR-15	Monitor ridership trends and evaluate the effectiveness of multimodal transportation initiatives to identify opportunities for future transit service improvements.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-16	Coordinate with DART to expand and/or maintain GoLink in the station area to support first-mile/last-mile transit options to the station.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-17	Explore transit strategies that connect area employees to transit stations, utilizing dedicated employer shuttles or emerging technologies such as autonomous vehicles.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-18	Coordinate with DART to optimize transit routes and schedules, to provide efficient and reliable connections to the new station areas.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-19	Coordinate with DART to explore reduced or free fare strategies that incentivize ridership among residents and employees within the Plano transit station areas.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

Parking

These actions provide a variety of approaches to meet parking needs while supporting transit-oriented development patterns.

Action	Implementation Action	Applicable Station Area
TR-20	Develop a strategic parking plan that assesses existing parking trends and identifies strategies to support future parking demand.	<input checked="" type="checkbox"/> 12th Street
TR-21	Increase on-street parking options supply through mixed-use street design, incorporating parallel parking lanes or angled parking to increase the supply of public parking to support businesses and residential development.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-22	Evaluate the need for future surface or structured public parking facilities in the station area. Evaluate additional public parking site options, public parking agreements with future private development, and plan for the eventual transition of surface public parking to higher-value uses as the area evolves.	<input checked="" type="checkbox"/> 12th Street
TR-23	Pursue and promote opportunities for shared parking agreements in new developments.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

Open Space & Character

Actions related to the development of parks, open spaces, and distinct district character elements within the station area.

Parks and Open Space

These actions prioritize efforts to create additional parks and open spaces in the station areas while also enhancing existing open spaces.

Action	Implementation Action	Applicable Station Area
OS-1	Evaluate the feasibility and suitability for potential public parks and gathering spaces.	<input checked="" type="checkbox"/> 12th Street
OS-2	Facilitate the creation of public parks, town squares, plazas, and /or gathering spaces through strategic acquisition of property.	<input checked="" type="checkbox"/> 12th Street
OS-3	Develop guidelines and incentives to encourage publicly-accessible parks and gathering spaces within redevelopment projects.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
OS-4	Evaluate and implement an alternative design for J Place that transforms the existing alley into a pedestrian-focused shared street, creating a direct and inviting pathway between 12th Street and Downtown.	<input checked="" type="checkbox"/> 12th Street
OS-5	Explore opportunities to integrate the shared street into public plazas or open spaces within new developments along J Place.	<input checked="" type="checkbox"/> 12th Street
OS-6	Improve accessibility to Shoshoni Park by implementing pedestrian enhancements to facilitate safer and more convenient access.	<input checked="" type="checkbox"/> Shiloh Road

Streetscape and Placemaking

These actions prioritize station areas with a strong sense of place rooted in character elements that are distinctive and attractive.

Action	Implementation Action	Applicable Station Area
OS-7	Prioritize pedestrian and streetscape improvements to support walkability.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
OS-8	Develop placemaking guidelines to define the desired character and identity of the district.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
OS-9	Prioritize development of gateway features to promote station area identity.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
OS-10	Establish a public art program that will encourage the installation of bold and distinctive public art.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
OS-11	Bury utilities, enhance landscaping, and incorporate attractive paving materials to elevate aesthetics and character of highly-visible travel corridors.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
OS-12	Develop streetscape design standards that prioritize accessibility and distinctive features, focusing on areas near transit stations and mixed-use developments.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

APPENDICES

A: Existing Conditions Report

B: Public Engagement Summary